

# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVII No. 6

MARCH 15, 1928

Per Copy 20c

### March Madness

**T**HIS is the month when Nursery advertising runs wild. Just before the battle. Executives are in the saddle, with pulses high and coat-tails flapping. With anxious eye he scans the scene, reviews his own formation, and worries over the outcome.

About him—a storm] of printed sheets; a hurricane of words; a hail of prices; a mirage of Bulletins (yes, our No. 3 is circulating, too).

With him—"Shorts" to the right of 'im; "Shorts" to the left of 'im; "Surplus" behind 'im.

Before him—God only knows what's coming.

Got to do something! All right, shoot. Surplus hurrahs and shoots its arrows into the air; but his Shorts turn tail and holler for help.

#### BE CALM

Brother, forget all this turmoil and confusion; just sit tight and wig-wag THE OLD GUARD. We'll come a running, and fill up the gaps.

Seventy-four years we've kept our guidons fluttering in the hottest sector of the big Spring Fight, and so far the old flag has never touched the ground. Our D. S. record is dependable relief work all along the line. Good fightin' stock—well fed—well groomed—quick on foot—and plenty of it. At your service.

Cheerio, brother! We're on the way!

SINCE 1854

THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO



39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

## Quality Stock--Surplus

WRITE FOR PRICES

*Largest Nursery in Indiana*

### APPLE—3 yr., 11/16

500	DELICIOUS
1000	GRIMES—top worked on Spy
1500	JONATHAN
400	STAYMANS
300	WINESAP
500	YELLOW TRANSPARENT

### CHERRY—2 yr.

BLACK TARTARIAN	11/16	9/16	7/16	5/16
GOV. WOOD	600	600		
EARLY RICHMOND	5000	4000	1800	775
MONTMORENCY	10000	9000	4000	2365
WINDSOR	400	50		

### PEACH—

EARLY ELBERTA	11/16	9/16	7/16	5/16	18-24"
ELBERTA	50	200	300	247	288
J. H. HALE	2000	7000	18000	14900	16800
ROCHESTER	1000	1000	4000	3200	3300
	50	200	375	238	200

### PEAR—3 yr., 11/16

600	BARTLETT	100	CLAPPS
500	DUCHESS	300	FLEMISH BEAUTY
150	KIEFFER	600	SECKEL
250	SHELDON	150	TYSON

### PLUM ON PLUM

450	SHROPSHIRE, 11/16, 3 year
500	SHROPSHIRE, 11/16, 2 year

### SHRUBS

1600	BUDDLEIA, 2 year, No. 1
1200	LONICERA BELLA ALBIDA, 4/5 feet
1000	LONICERA BELLA ALBIDA, 3/4 feet
1500	LONICERA MORROWI, 4/5 feet
2000	LONICERA MORROWI, 3/4 feet
700	LONICERA MORROWI, 2/3 feet
25000	CALIFORNIA PRIVET, 12/18 inch
1500	INDIAN CURRANT, 2/3 feet
1500	INDIAN CURRANT, 18/24 inch
1500	SNOWBERRY, 2/3 feet
1500	SNOWBERRY, 18/24 inch
1200	SUGAR MAPLE, 3 inch up
	A FEW OTHER SHRUBS IN ABOVE SIZES

**C. M. Hobbs & Sons**

BRIDGEPORT, INDIANA



## New York State Grown FRUIT TREES

*Specializing in Car Lots*

of

**APPLE - PEAR - PEACH**

Special prices on

BARTLETT PEAR, BALDWIN APPLE,  
ELBERTA PEACH

Also a Full Line of

**ORNAMENTAL TREES**

**SHRUBS AND ROSES**

American Arbor Vitae  
Lombardy Poplars

**W. & T. SMITH CO.**

GENEVA, N. Y.

Organized in 1846

1,000 Acres in 1928

## CHERRY TREES! CHERRY TREES!

*The Best That Can Be Grown!*

**SWEET AND SOUR**      **ONE AND TWO YEAR**  
**CAR LOTS OR LESS**

We also offer for Spring, 1928

A General Assortment of  
**Standard and Dwarf Apple**  
**Standard and Dwarf Pear,**  
**Plum, Quince and Peach**

TRUE TO NAME

*Write For Our Attractive Prices*

## KELLY BROTHERS NURSERIES

Dansville, N. Y.

*Buy Now for Spring*

**WE ARE ONE  
OF THE LARGEST GROWERS  
IN THE UNITED STATES  
OF FRUIT TREES**

**APPLE**

**PEAR**

**CHERRY**

**PEACH**

**QUINCE**

**PLUM**

Big stock of Cherry  
and the New Cortland

Wonderful assortment of  
**ROSES, SHRUBS, ORNAMENTALS  
AND SMALL FRUITS**

Owing to our big volume of business,  
we can give you the best at low prices

FOR WONDERFUL VALUES TRADE WITH  
**Maloney Bros. Nursery Co., Inc.**

DANVILLE, NEW YORK

# EVERGREENS - ROSES - VINES

Write us for prices on any of the following articles. We can give special prices on quantity orders. We guarantee the same heavy grade you have been accustomed to receive from us.

## EVERGREENS

300 Juniper hibernica	2 to 2½ ft.
100 Juniper horizontalis	2 ft.
500 Juniper sabina	1½ ft.
300 Juniper sabina	2 ft.
100 Retinospora filifera	2 ft.
200 Retinospora pisifera	2 ft.
100 Retinospora pisifera	2 ft.
500 Retinospora pisifera aurea	2 ft.
500 Retinospora pisifera aurea	2 ft.
300 Retinospora pisifera aurea	2 ft.
500 Retinospora plumosa	1½ ft.
1000 Retinospora plumosa	2 ft.
500 Retinospora plumosa	2 ft.
1500 Retinospora plumosa aurea	1½ ft.
1500 Retinospora plumosa aurea	2 ft.
200 Retinospora plumosa aurea	2 ft.
500 Retinospora squarrosa	1½ ft.
200 Retinospora squarrosa	2 ft.
1000 Thuja occidentalis	2 ft.
1000 Thuja occidentalis	2½ ft.
1000 Thuja occidentalis	3 ft.
1000 Thuja ellwangeriana	1½ ft.
300 Thuja ellwangeriana	2 ft.
1000 Thuja globosa	1½ ft.
400 Thuja hoveyi	1½ ft.
200 Thuja pyramidalis	2 ft.
500 Thuja pyramidalis	2½ ft.

## EVERGREENS—Continued

500 Thuja pyramidalis	3 ft.
500 Thuja warreana	1½ ft.
300 Thuja warreana	2 ft.
100 Buxus orientalis	2½ ft.
200 Buxus orientalis	5 ft.
250 Buxus arborescens	8 to 10 inch
300 Mahonia aquifolium	15 inch
300 Mahonia aquifolium	18 inch

## VINES

800 Ampelopsis engelmanni	3 yr.
5000 Ampelopsis tricuspidata (veitchii)	2 yr.
2000 Ampelopsis tricuspidata (veitchii)	3 yr.
500 Aristolochia siphon	2 yr. Medium
500 Aristolochia siphon	2 yr. No. 1
100 Bignonia grandiflora	2 yr.
500 Bignonia radicans	2 yr.
300 Calotropis orbiculatus	2 yr.
500 Clematis paniculata	2 yr.
2000 Clematis paniculata	3 yr.
4000 Hedera helix	2½ inch pots
500 Hedera helix	3 inch pots
1000 Lonicera aureoreticulata	2 yr.
500 Lycium chinense	3 yr.
500 Wisteria magnifica	2 yr.
300 Wisteria sinensis	2 yr.
200 Wisteria sinensis	3 yr.
100 Wisteria sinensis alba	8 yr.

## ROSES

Special low price on following:	
800 Magna Charta	No. 1
300 C. F. Meyer	No. 1
600 Erna Teschendorf	No. 1½
700 Erna Teschendorf	No. 2
800 Mme. Levavasseur	No. 1½
300 Ruhrifolia	No. 1

## CLIMBING ROSES

Extra Fine, Grown to Stake	
600 American Pillar	No. 1
400 American Pillar	No. 1½
200 Veilchenblau	No. 1
200 Veilchenblau	No. 1½
400 Aviateur Bleriot	No. 1
200 Aviateur Bleriot	No. 1½
400 Christina Wright	No. 1
200 Christina Wright	No. 1½
1000 Dr. Van Fleet	No. 1
600 Dr. Van Fleet	No. 1½
2000 Dorothy Perkins	No. 1
900 Dorothy Perkins	No. 1½
200 Excelas	No. 1
1000 Gardenia	No. 1
400 Hiawatha	No. 1
200 Hiawatha	No. 1½
500 White Dorothy	No. 1

We also have a complete selection of Fruit Trees and Ornamental Shrubs. Write us your needs.

**600 ACRES COMPLETELY MODERNLY EQUIPPED**  
*"Everything that is Good and Hardy"*

**THE COLE NURSERY COMPANY**  
 Forty-seven Years at PAINESVILLE, OHIO

## Best Tree Digger on Earth



Write for Descriptive Circular and Prices

## Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana,

Missouri

## OUR SPECIALTIES

are  
**FRUIT TREES**  
**BUDDED ROSES**  
**HARDY SHRUBS**  
**HEDGE PLANTS**  
 and  
**CONIFEROUS EVERGREENS**

Revised Surplus List Now Ready  
 Ask for Your Copy

**The Huntsville Wholesale Nurseries, Inc.,**

1872 HUNTSVILLE, ALABAMA 1928

## PETER BOHLENDER & SONS

Tippecanoe City, Ohio

**FRENCH PUSSY WILLOW PLANTS, 2/3**  
**ALTHEA TRANSPLANTS**  
**ALTHEA SEEDLINGS**  
**BUDDLEIA MAGNIFICA**  
**BARBERRY SEEDLING 4/6"**  
**BOSTON IVY SEEDLING**  
**HYDRANGEA A. G.**  
**PHILADELPHUS VIRGINIA**  
**HYDRANGEA P. G. TREE FORM 2/3**

Complete Line of  
**ORNAMENTAL TREES**  
**SHRUBS, VINES**  
**AND EVERGREENS**  
 Write for Prices

**EXTRA HEAVY FRUIT TREES—Many Kinds**  
**APPLE PEAR PLUM PEACH CHERRY**  
**RASPBERRY AND BLACKBERRY PLANTS**  
**OTHER SMALL FRUITS AT BARGAIN PRICES**

## ORNAMENTAL SHADE TREES

**AMERICAN ASH**  
**EUROPEAN MT. ASH**  
**AMERICAN ELM**

**SOFT MAPLE**  
**TULIP TREE**  
**CATALPA BUNGEI**

## LESS THAN FIVE CENTS A WEEK—

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Mailing lists total upward of 5000 Nursery concerns. Subscription: \$2.50 per year; three years for \$6.00. Advertising: \$2.80 per column-wide inch, covering insertion twice a month.

## Mr. Spring Planter

Check your short list and get our prices. You can save money by placing orders now for spring. Let us hear from you while our lines are still unbroken.

*Send for Trade List.*

**Onarga Nursery Co.**  
ONARGA ILLINOIS

## THE MONROE NURSERY

ESTABLISHED 1847

Carload lots of  
**APPLE** PEACH CHERRY  
**CATALPA BUNGEI** **LOMBARDY POPLAR**  
and a well balanced list of  
**PEAR**

A complete assortment of shrubs graded to please the most critical buyer.

**I. E. ILGENFRITZ' SONS CO.**  
Monroe, Michigan

Manufacturers of Ilgenfritz Planting Machines and Digging Plows

## Vincennes Nurseries

W. C. REED & SON VINCENNES, IND.

**3000 Early Richmond Cherry**—XX 1 to 1½, 3 yr.

**Cherry (Sours)**—2 year, all grades

**Cherry**—One Year Sweets and Sours

**Standard Pear**—Leading Varieties, all grades

**European Plum**—11/16, 9/16, 7/16—Ten Varieties

**Peach and Apple**—Leading kinds.

Commercial varieties

PLEASE SUBMIT LIST FOR PRICES

## J. H. Skinner & Co.

Topeka, Kansas

WE OFFFER

Apple, Cherry, Peach, Pear and Plum Trees

Apple Seedlings Pear Seedlings

Spirea Van Houtti, all grades

Privet, Amur River North

8 to 3 ft., 4 or more canes

Also lighter grades.

Lilac, named varieties

Paeonias

Apple and Pear Grafts, Whole and Piece Root

## Wayside Gardens

HARDY PERENNIAL PLANTS  
EXCLUSIVELY

*Write for Trade List.*

**THE WAYSIDE GARDENS COMPANY**  
MENTOR, OHIO

## BE PREPARED

Order early. Keep a supply on hand exposed to the weather, as that improves its condition. It is imported because it is unlike any domestic Peat—no true sphagnum moss. Peat can be had from this country.

IMPORTED GRANULATED  
**PEAT MOSS**  
TURF MUL

We try to keep a large supply stored in different parts of the country for convenience and economy in filling orders. Heavy Spring demand from all sources sometimes taxes human ingenuity.

Bales contain fully eight bushels or more, with least moisture content. \$3.00 per bale F. O. B. New York. Discount on quantity purchases. Shipped from various large cities.

We are the original introducers and the largest importers of Peat Moss as government records show. To borrow a phrase; "There's a reason!"

**ATKINS & DURBROW, INC.**

29 Burling Slip New York, N. Y.



## EVERBEARING STRAWBERRY PLANTS

We have the great Mastodon, Champion, and last but not least, 2,000,000 Progressive, Everbearing.

Progressive—1,000, \$5.00; 5,000, \$22.50; 10,000, \$40.00.

Better plants cannot be grown. We have a full stock of common varieties also.

**J. A. BAUER**

Lock Box 38 JUDSONIA, ARK.

## BULLETIN NO. 4

will be mailed to you soon. Watch for it and then note the good things offered. Among others are:

MONTMORENCY—11/16 and all other grades  
McINTOSH—2 year, 11/16  
KERRIA JAPONICA—double flowering  
SOFT SILVER MAPLE—1½-1 ½ in.  
ROSE ACACIA—standard, top grafted  
BECHTEL'S CRAB—classy stuff  
FLOWERING ALMOND—pink and white  
DESMODIUM PENDULIFLORUM—true type  
RUSSIAN OLIVE SEEDLINGS—all grades  
AMUR RIVER PRIVET NORTH—up to grade  
ROSES—in general assortment  
LINING OUT STOCK

"SPECIALIZING IN WANT LISTS"

**A. WILLIS & COMPANY**  
Wholesale Nurserymen OTTAWA, KANSAS

# AMERICAN NURSERYMAN ---- March 15, 1928

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate in \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the cariot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy 16¢ of current volume, 20¢ of previous volumes, 25¢.

RALPH T. OLcott  
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammeled in its absolutely independent position and in the only Nursery Trade publication which is not owned by nurserymen.

**This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.**

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American Industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscaping Planting and Distribution.

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# BE ON TIME!

Get Covered Now for a Long Selling Season

OUR WHOLESALE BULLETIN NO. 5  
A WONDERFUL ASSORTMENT

*We Have What You Want*

**ROSES, All kinds**

**SHRUBS**

**PERENNIALS**

**ORNAMENTAL TREES**

CONNECTICUT GROWN APPLE AND PEACH

ORNAMENTAL TREES, FRUIT TREES,

MANETTI, FRENCH AND HOLLAND

FRENCH PEAR AND MAHALEB

ROSA MULTIFLORA JAPONICA SEEDLINGS,

Connecticut Grown

BARBERRY THUNBERGI SEEDLINGS

ASPARAGUS, SMALL FRUITS, etc.

**EVERGREENS**

**HEDGE PLANTS**

**PAEONIAS AND PHLOX**

*Prompt Orders Assure Full Assortment*

**C. R. BURR & COMPANY, Inc., MANCHESTER, CONN.**

GENERAL NURSERYMEN

## Evergreen Seedlings

Sherman's Evergreen seedlings are grown by experts on soil that produces a sturdy root system.

Our methods of digging and packing assure you complete success in lining out.

If you haven't a copy of our latest Trade Announcer, write at once and we will quote prices.

We are prepared to handle orders for almost any kind of nursery stock. Send your want lists to us for prompt attention.

**The Sherman Nursery Co.**

CHARLES CITY, IOWA



**When the Rains of  
Heaven Fail!**

**WATER--**

**constant - clear - copious**

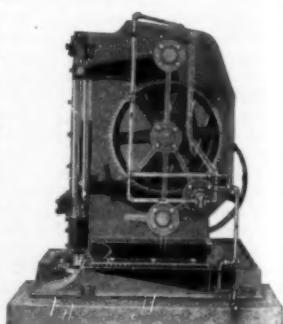
**FOR GROUNDS AND BUILDINGS**

**COOK Type PH, Overlapping Two-Stroke,  
Self-Oiling, Deep-Well Pump**

"Frankly nothing more could be expected of any piece of machinery. We have hardly looked at it, only changing the oil every 60 days and it has delivered water just like it did the first day it was installed."

Bulletin 34A—COOK Type PH Deep-Well Pump (all sizes).

Bulletin 353—COOK Type PH3 Deep-Well Pump.



Capacities up to 500 Gallons per minute.  
Built in 3 H.P., 5 H.P., 7 1/2 H.P.,  
10 H.P., 15 H.P., 20 H.P., and 30  
H.P. sizes.

*A COOK Installation Means Peace of Mind*

**A. D. COOK, Inc.**  
LAWRENCEBURG — INDIANA

# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

**The Chief Exponent of the American Nursery Trade  
National Journal of Commercial Horticulture**

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WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVII

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No. 6

## RETAIL NURSERY SALESMEN FOR IMPROVED METHODS

Plans and Accomplishments Outlined by T. Frank Andrews, Chairman Retail Committee of New York Nurserymen's Association

THE term retail, as applied to the Nursery business, may be recognized as covering a number of methods of making sales. We have retailers who sell entirely through salesmen; retailers who sell by catalogue; retailers who sell direct to purchasers on their own Nursery grounds; and, I presume, landscape gardeners who furnish the stock to plant the places of their clients may also be included.

I am reporting only for the first named, the retailers who sell entirely through salesmen. No doubt the others have their troubles, but the problems of the group represented by this committee are quite sufficient.

Your retail committee has held but one meeting as a committee during the past year, that one being at Geneva last winter when the full committee (100% attendance) had an all day session. In addition to this meeting, your committee was active in assisting the officers of the New York State Association in their efforts in having withdrawn one or more vicious bills, introduced in the New York State Legislature, which, if passed, would have been seriously detrimental to the entire Nursery business in this state.

Instead of holding additional committee meetings, the members of this committee have devoted their time and efforts to fostering the growth and usefulness of the Fruit and Flower Club of Western New York, an organization whose membership consists of every retail Nursery company in this section of the state with one or more representatives from each company. Every member of your committee is also a member of this club.

The Fruit and Flower Club, which was originally organized by members of the retail committee, has completed two successful years and is now a live and growing organization, whose members are interested and active and which has an opportunity of doing much good, not only for its retail members but for the industry as a whole. During the past year, several successful meetings were held with an average attendance of almost its full membership, at which there were discussed and acted upon many important subjects which your committee, as such, might not have been able to handle to equal advantage. I recommend that the new retail committee continue to encourage the growth of this club and assist in increasing its usefulness, as it is practically a branch of this association and not a competitive or rival organization.

### PLATES AND ILLUSTRATIONS

During the past year, material progress has been made in securing better color illustrations for the use and instruction of our salesmen and the information of our patrons. While it has been possible to obtain four color process illustrations for a number of years, the initial cost of the plates was so great that they could be afforded only by a few of the larger companies, and by them only in a limited way. This last year, the retailers by co-operating and pooling their orders, have, with the aid of the process color makers, been able to furnish their sales' force with illustrations of a considerable number of varieties which are absolutely correct in shape and color as well as being artistic in design and attractive to the eye of the buyer.

### BUSINESS CONDITIONS

If we take into consideration the general conditions of business in all lines throughout the country, the present state of the retail business in New York can be said to be in a healthy condition. Collections, as a rule, have been good and there is no complaint on that point. Retail sales during the past year have not been quite up to the high marks which have been established since the war and new salesmen have been more difficult to secure. It, apparently, requires more sales' effort to get business than it did during the previous three or four years.

### DECREASE IN SALES OF FRUIT TREES

In this connection it is pertinent to observe that any decrease in sales has been to a large extent on fruit trees and not on ornamental stock. It is quite safe to say, I believe, that the retail sale of fruit trees in small lots during the past few years has slumped forty to fifty percent, and it is not difficult to determine the reason.

Many thousands of acres of land formerly used for farm purposes or for orchards are now converted into subdivisions and divided into building lots. The householder living in towns, cities and villages formerly maintained a small or large garden at the rear of his residence property. That space today is largely covered with two-car or three-car garages. The time formerly used by the householder in cultivating that garden and caring for a few fruit trees and small fruit plants is now spent in dolling up the flivver and is expended in burning up the roads and gasoline.

The housewife who formerly spent much time and labor in canning fruits, making

jellies, preserves and delicacies for winter use, now, in many cases, buys such food at the grocery or delicatessen. This is a condition which has been brought about by the advent of the motor car and other changes in modern living conditions and must be taken into consideration when making plans for the future.

Another important reason for the decrease in fruit trees (and this is of moment to the fruit grower as well as the Nurseryman) is the aggressive co-operative advertising of the growers of citrus fruits and the raisin and prune people who, with their effective and extensive distribution facilities, have made their fruits available almost everywhere and have practically crowded our native fruit off the table. The campaign being made by the "Apples for Health" organization should offset that somewhat, and, if supported vigorously, should result in bringing back to New York at least a part of its former supremacy as a fruit growing state.

### LANDSCAPE SERVICE

To the retailer of today and retailer of the future, is set the task of educating the salesmen, and, to a certain extent, the public, who are the buyers, in the intelligent use of ornamental trees, shrubs, roses, hedging, etc., in the proper selection of varieties, the right methods of grouping and planting so that an increase in values may be secured in addition to the improvement in appearance and attractiveness of the property on which the planting is made.

Intelligent and practical advice to planters is becoming a greater and larger factor in retail selling and is a part of the service which the buyer demands and has a certain right to expect. And, while it may be impossible to educate the average Nursery salesman so that he could qualify as a landscape gardener, it is not improbable that he can be taught the fundamental principles.

During the past year, sample copies of two different landscape books have been sent me by one of the large horticultural publishing houses which they wished to sell us in quantities, but both of these books were too complicated; too highbrow; too technical; and recommended the planting of many varieties which are neither grown nor handled by members of this association. For a fussy planter who wants to make his grounds a museum of odd and rare kinds, either of these books would be valuable, but they surely were not written with the

(Continued on Page 154)

## WHAT CONSTITUTES A 2-3 AND 3-4 FOOT SHRUB

### Address by William A. Weber at Western Nurserymen's Convention

This subject assigned to me is rather difficult and far reaching. I do not want to convey the idea that I am endeavoring to dictate to any Nurseryman how he should manage his business. However, in order to explain fully what is meant in discussing this subject it is very necessary that we stress somewhat how this is to be brought about, and in this way I may inject some advice all through this paper, which I hope will not be offensive. At this point I wish to say, the success or failure in a Nursery business today is often traced to the grading room.

All who are engaged in this profession and are compelled to buy and sell Nursery stock are realizing that loose and widely varying methods of business practices are injurious to buyer and seller alike.

At no other time has it been more apparently necessary than at the present for the Nurserymen in general to use more care and thought in grading, handling and labeling of ornamental shrubs that are to go out into the channels of the regular trade. It seems to me in the last few years we have grown to be too lax in our methods of grading; in place of improving and getting up to a higher standard. This seems to be the case with a great many Nursery firms. Under-nourished, poorly grown and carelessly graded stock is the cause of serious misunderstanding between buyer and seller.

Some years back the American Association of Nurserymen organized a Committee of "Standardization of Horticultural Trade Practices". This committee has done faithful service in endeavoring to give the Nurserymen some set rule to guide them in coming to a uniform system of grading Nursery stock in general.

It seems to be a common occurrence with a great many growers of ornamental shrubs to be very lenient with the men in charge of the grading, especially so, when the stock seems to be scarce and prices high. In order to put up a satisfactory grade and one which would pass through the various channels to which it is subject, the man doing this phase of the work must have the proper instructions from his superiors and must also have enough experience to be in position to distinguish a certain shrub by its shape and furnishings as to whether or not it should be put into the three to four or two to three foot grade. Here is where the measuring stick or grading board should come into play. In each grading room there should be one or more grading boards and measuring sticks, properly marked and if the grader is in doubt he should consult this board and make the decision therefrom. It is absolutely necessary that the Executives of every Nursery make it their business to go through their plants where grading is done at frequent intervals and check up on the graders to see whether or not they are keeping up to standard. In this way you are in closer touch and know more about what grade of stock you are sending out. These frequent visits also make the employees more alert and will pay strict attention to what is expected of them. Leaving this phase of the work strictly to the foreman in charge is often the cause of your having a disagreement with your customer.

It is rather an impossible matter to lay down an ironclad rule as to each individual variety on account of the varying growths that the seasons bring on, however, it is not impossible for a grader to use every effort to give a substantial well-balanced plant and one of the required height to make up the grade for which it is sold. If a plant is sold for three to four foot, it should average three and one-half feet; likewise in the two to three foot grade, this should average thirty inches. The three to four foot shrub, averaging speaking, should have not less than four branches

from the ground up; the two to three foot plant should have not less than three branches from the ground up. Here is where soil fertility has an important part in producing a clean healthy plant. We can not emphasize too strongly the fact that Nursery land must be brought and held in the highest state of fertility.

In the grading room, there should be a memorandum plainly visible giving the number of branches for each class of shrubs of certain grade; also showing whether the grade is to be split or run straight. By having this table handy, the graders can refer to it and keep the grades uniform. This table should also show the number of plants to be tied in the bundle in order to make them uniform with general grading. This will save considerable expense to Nurserymen who buy your stock.

In a great many varieties of shrubs it is

with stock fully up to grade and calliper can, in most cases, demand a few cents more per plant from the trade who are reasonably sure of getting the grade they want and the grade they have sold. This is far more satisfactory to the jobber than to buy at a very low price and then to find that an inferior grade has been sent to make up the cut in price. Should the season be adverse to producing a strictly up to grade plant in a given variety the plants should in my estimation be delivered and charged for at the lower grade in place of letting them go out at the grades ordered and then have to make a concession to your customer after goods are delivered. It is up to you to grade stock that your customer wants in place of a reduction in price. Filling an order with undersized plants is a loss to the purchaser as he often times has a surplus of the very grade that was sent to fill the order.

## A PRACTICAL EDUCATION

### In Sales Management and Business Practice

The Star Address in Nursery Trade Circles in Mid-Winter Season

By Harry N. Tolles, President Sheldon School, Chicago

At Annual Convention of the Illinois Nurserymen's Association

Chicago, January 18, 1928

Reprints of this address from the Feb. 15 edition of "American Nurseryman" in eight-page form on super-cal. paper, 10 x 13½, can be had for 10 cents each. For individual use; for distribution by Nursery concerns to members of office and sales forces; for distribution to Nursery Trade Association members. Supply limited.

AMERICAN FRUITS PUBG. CO.

P. O. Box 124, Rochester, N. Y.

impossible to grade in the full foot grade, these however, can be divided into two grades; namely, twenty-four to thirty and thirty to thirty-six inch. Usually these short growing varieties are somewhat more well-filled than the taller growing. At this point I wish to say our firm is a large purchaser of Nursery stock and we have in a great many instances received plants of Spirea Anthony Waterer, Deutzia gracilis, Deutzia Lemoine and other dwarf growing varieties sold as a twenty-four inch plant, which did not measure more than eighteen and twenty inches. There were also a great many in the same lot that did not measure in the thirty to thirty-six inch grade. We have received stock from several sources in which three grades are found in one bundle of ten. We feel safe in estimating that about 20% of the stock received by our company is under the height for which it is sold. This condition could very easily be overcome if a closer supervision of the grading of Nursery stock by the executives or managing heads of a firm was made.

We all know that the age of a plant has considerable to do with the shape of a shrub as to the number of branches a plant may have. The average shrub sent out by the grower is usually two and three year stock. By proper pruning after the first year's transplanting a good, healthy, well-furnished plant is secured. Permit me to give you an example of what our firm has experienced. Several years ago we purchased several cars of ornamental shrubbery among which were some Tamarix, Rhus cotinus, Sambucus and Amorpha fruticosa. Those plants were bought for two to three foot stock and we supposed we were buying two year plants. When they were checked in, we found to our amazement they were very near all one branched or single stem, and only one year cuttings which never had been transplanted and probably grown very closely in the row. Yet these plants were sold for two to three feet.

These are some instances where a Nurseryman will send out plants that have never been transplanted from the cutting row. Being closely planted they cannot develop into a stocky, well-formed plant, yet they may attain the required height. A plant of this sort should not, in my estimation, be used in either a two to three or three to four foot grade unless it is particularly well-filled.

Nurserymen who are endeavoring to be conscientious in their grades and fill orders

To verify my statements herein mentioned I have brought a few samples of shrubbery received the past season to open discussions on the subject which I hope will prove of material benefit to all concerned.

Before closing I wish also to call attention to the manner of tying and labeling of Nursery stock, which is subject to a great many handlings.

In the first place the bundles should be evenly tied so as to hold the branches erect and make a neat looking bale. We have found in numerous instances where some plants in the bale were raised up so as to make the bundle appear in the larger grade. One of the very important departments in the Nursery Business today is the grading department. Proper labeling with two securely fastened labels, preferably printed, otherwise plainly written, so that the varieties will not become nameless during the process of frequent handling is very essential. After stock is properly graded it is also very essential that same is properly packed with sufficient moisture either in car or boxes as may be the case; so as to reach destination in the best of condition.

It is a real pleasure as well as a profitable venture to receive a carload of Nursery stock properly dug, graded, tied, labeled and packed. It makes money for both the buyer and seller. Let us give this some serious thought and I believe we can accomplish a great deal.

**Agricultural Appropriations**—A total of \$143,319,349 is provided for in the bill reported to the House by the appropriations committee. It is a decrease of \$46,199 from current year appropriations and is less than budget estimates by \$518,696.

**It's the Size of the Man That Counts**—Instead of being discouraged by narrow margins of profit, sales resistance, competition, and other trials of present day conditions, the real executive will consider them a challenge to his fitness. He will gird on his armor and go out and fight. Remember that in courage lies the only security. Merely because a business is small is no reason why it should be submerged. In the last analysis it is the size of the man and not the size of the business that counts most." —Roger Babson.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

**KENTUCKY NURSERYMEN'S ASSOCIATION**

Alvin W. Kidwell, St. Mathews, Secy.

In his address, "Situation of the Nursery Business from the Ornamental Side," J. F. Donaldson, Donaldson Nurseries, Sparta, Ky., said:

We are facing a situation in the near future of an over-supply of a good many common varieties of trees, shrubs and evergreens of the quick and easily propagated varieties; also strong competition from outside sources, such as grocery, department, five and ten-cent stores. Dealers who buy the cheap surplus of common varieties of Nursery stock flood the market with stock which has to be sold at a sacrifice to the detriment of the growers, who grow and handle only first class material.

Then, too, we are facing a situation of our "used-to-be customers," such as landscape architects, parks, cemeteries, florists and dealers growing stock themselves for their own needs; and in several large growing Nursery sections we find that a good many employees are growing Nursery stock and are competitors of their employer. What is the solution?

First: Urge your customers to plant young thrifty plants of good desirable varieties, instead of the common, over-grown stock that is flooding the market; and grow more of the good quality and most desirable varieties of plants that are always rather scarce and in demand, that take several years for development and are more effective than the quickly-grown common varieties that over-crowd the market and find their way for distribution through the aforesaid and other sources.

Second: The demand for effective trees, shrubs, evergreens and other plants is limited to the very few. The appreciation of shrubbery and other plants for ornamental purposes has grown and will continue to grow, if you will educate your customers to demand the best and most desirable, carefully selected varieties, placed to show at the best advantage and to blend with the general surroundings.

Third: Nursery stock is becoming more than a luxury, it is a necessity, as desirable for exterior as for interior decoration.

Fourth: The best plants are sometimes more difficult to sell as they cost a little more, but in the end are more satisfactory.

Fifth: Customers should be taught the difference in value and that the exterior planting should be in keeping with interior decoration.

Sixth: Architects should insist on giving their clients the best. We are now lamenting the business depression in nearly all lines, but give a service and value for what you receive and see how much better it would be. America has an abundance of money and confidence in its business men. Don't betray your customers' confidence.

## Making Incoming Checks Pay Future Bills

By John Watson, Practical Observer

The average bank check passes through the hands of 42 persons from the time it is ordered drawn until it is canceled by the bank, returned and filed, says Willis Parker in Florists Exchange. If, somewhere upon it there is any advertising, the check obviously becomes one form of direct mail publicity that never finds a place in a waste basket—except through accident. Investigators tell us that, of the 42 persons who handle the check while it is in use, ten are potential customers—ten persons who might be led to patronize the firm using it.

Commenting on the above, John Watson, Rochester, N. Y., says in a communication to the Florists Exchange: "What I should like to suggest on the same subject of checks is 'How to Make the Other Fellow's 'Check Do More Than Pay His Immediate Bill'—how to make it help you collect later

## Modern Peonies and Irises

By Lee Bonnewitz, Van Wert, O.

A glance at a few 1927 Nursery catalogues leads me to believe that many firms are listing varieties which are as much out-of-date now, as a 1920 Model T Ford, or an old-style Rambler and Buick would be. To one who knows irises, varieties like Flavescens, Beethoven, Honorabilis, Frederick, San Souci and Harlequin are "has-beens," and the firms who feature groups of this character are not giving their customers the most value for their dollar.

And the same thing applies to peonies, varieties like Caroline Mather, Francois Ortegat, Rose Fragrans, Delachet, and Humei do not represent 1928 values in the peony world. From the viewpoint of the specialist there is a duty, and I think a real opportunity, for the progressive Nurseryman and specialist to co-operate in featuring the best of these favorite perennials to the public. In no other way can we raise irises and peonies out of the rut of ten and twenty-five cent values into which, in many Nursery catalogues, they seem to have fallen. The specialist can not do it for his field is too limited, and the Nurseryman can not do it for in most cases he is not acquainted with the better things. But the two, working together, can quickly develop an appreciation, and a resulting demand for these wondrous flowers which are so easy to grow. When the public learns of the increased size, beauty and vigor of the improved varieties, the demand will come at prices which will more nearly represent the value of the flower.

We cannot expect Nurserymen to make revolutionary changes in their lists or in their propagation plantings, but we do make a plea for every progressive Nurseryman to investigate the newer irises and peonies. Keep abreast of the times, and offer to your trade the best values in these flowers that you can procure.

**Botanist Opens Nursery**—A Nursery has been established in Jasper, Ind., by Prof. Cyril M. Wilson, Instructor in botany at Indiana University, his first catalogue going out this spring.

## VALUABLE REPRINTS

Of Articles Appearing in the Columns of the "American Nurseryman."

### PRICE 10 CENTS EACH

"Sales Management and Business"—The star address of the Midwinter Convention Season—By H. N. Tolles, Chicago.

"Heavy Losses Follow Late Stratification of Plum and Cherry Seeds"—By C. F. Swingle, Junior Pomologist, U. S. D. A.

"Pleasant Fields of Personal Work With Plants; Craftsmanship vs. Standardization"—By Dr. L. H. Bailey, Noted Horticulturist.

"How to Make Salesman Out of Raw Material"—By E. H. Smith, Vice-Pres. Harrison Nurseries Co., York, Neb.

bills when his checks to liquidate them are not forthcoming.

"A check yields valuable information; that is, valuable, like any sort of information, if used. On each ledger sheet should be carefully noted the name of the bank on which your customer draws his checks. That is the bank where he keeps his account; where he has a line of credit and gets his loans; where he knows he has to keep in good standing. Then, when statements and requests for payment fail to bring results and you follow the ordinary routine of drawing on him, send your draft directly to his bank for collection. If merely deposited with your own bank, it will go through the bank's correspondent and, in a city, may be presented by any one of several banks. But since you know the bank most likely to get payment of your draft send it there. When bankers note that drafts are being regularly turned down by customers whose notes they carry, they are apt to ponder and to ask embarrassing questions."

**SOUTH TEXAS NURSERYMEN'S ASS'N.**

W. R. McDaniel, Alvin, Secy.

## Home Orchards Movement

Plans to assist in stimulating interest in the home orchard campaign sponsored by the East Texas Chamber of Commerce, and a general discussion of damage caused in orchards and Nurseries in Galveston, Harris and Brazoria Counties during the recent cold spell were features of the January meeting of the South Texas Nurserymen's Association, at the Dickinson, Tex., Nurseries.

Henry Dues, proprietor of the Dickinson Nursery, and W. T. Smith, Friendswood Nurseryman, were appointed to select trees and assist County Agent J. C. Yearly in developing an experimental and demonstration acre orchard in Galveston County. The purpose of this acre orchard is to demonstrate what fruits can be grown in this section of the coast country.

President R. H. Bushway, landscape designer of Houston, praised the home orchard movement and declared that "every rural home should have its own fruit orchard."

The recent cold wave did considerable damage to fig orchards and lemons, but did not seriously affect oranges and ornamental shrubs. Mr. Smith predicted that the fig crop this year would be fairly heavy despite the damage caused by the freeze. He declared that most of the trees could be saved by proper pruning and cutting back. Mr. Smith also said that citrus fruit growers should not be discouraged over the loss of a few trees during the recent spell, as it is unlikely that another such spell will occur for 10 or 15 years.

County Agent Yearly reported how survey of county orchards indicated that most of the damage to fruit trees was confined to defoliation, and that with few exceptions, the trees themselves had been only slightly damaged. He declared that fig growers had been the heaviest sufferers, but that orchards which had been properly cultivated were virtually undamaged.

Only a few varieties of ornamental shrubs and trees were seriously damaged, according to S. Aria, proprietor of the Japanese Nurseries of Genoa. Mr. Aria led a discussion on pruning methods for saving shrubs and trees injured by frost.

## An Alaska Trip Too

Another Opportunity for Extension of the Trip to Denver Convention of the A. A. N.

Of those who plan to visit the Pacific Coast in June in connection with the trip to Denver for the convention of the American Association of Nurserymen, there may be some who will consider that having crossed the country they can advantageously make the trip to Alaska.

The assistant general passenger agent of the Alaska Steamship Co., H. H. Peterson, makes this suggestion to Nurserymen through the *American Nurseryman*:

You are probably planning on attending the twenty-sixth annual convention of the Pacific Coast Association of Nurserymen at Seattle. Perhaps you could stay away from home a little longer so as to make your Alaska visit this year, thus making the trip to Seattle fulfill a two-fold purpose.

The Alaska Steamship Company, "The Alaska Line," offers tours and cruises to Alaska, short or long, to meet each individual's wishes. There is the "Golden Belt Line Tour," the most comprehensive Alaska trip that can be made to Fairbanks in the interior, a combination steamer, rail, and auto trip, twenty-three to twenty-five days, minimum fare \$270.35; the "Copper River-Keystone Canyon Tour," to Chitina and Kennebott, also in the interior, a fifteen to seventeen day tour, minimum fare \$199.30; the "Prince William Sound Cruise," a fifteen to seventeen day trip entirely by steamer to Seward and return, minimum fare \$140.00, and the "Inside Passage Cruise" to Skagway and Sitka and return, ten to twelve days, entirely by water, minimum fare \$90.00. Tickets include berth and meals while on steamers.

## NURSERYMEN OWE ARNOLD ARBORETUM FOR THESE

Among the many plants adorning American gardens as the result of importation and propagation at the Arnold Arboretum are the following ten, selected by E. H. Wilson, keeper of the arboretum, as outstanding examples of that institution's great benefit to lovers of plants and flowers:

Delightfully fragrant is the lilac-purple Korean Azalea (*A. poukhanensis*); low, compact, and abundantly floriferous. Introduced 1905.

Wilson's Pearl Bush (*Exochorda wilsonii*) the finest of its class. Hardy, with white flowers two inches across in spring. Introduced in 1907.

The gorgeous salmon-red azalea *kaempferi*, long written of in Japan, introduced by seeds to Arnold Arboretum by Prof. Sargent in 1892.

Planted in millions today, *Berberis thunbergii* first appeared in the Arnold Arboretum in seeds from St. Petersburg in 1875.

Most popular hardy vine (*Clematis paniculata*), having fragrant white flowers, introduced by the Arboretum in 1877.

The Arnold Arboretum has introduced almost all the Cotoneasters but none more spectacularly gorgeous than *C. soongarica*; flowers coral pink, fruits orange red. Raised in 1910 from seeds from China.

In the Arboretum is the original plant of *Higanzakura*, the Spring Cherry of Japan (*Prunus subhirtella*) 1894. Its myriads of delicately pink flowers adorn the Arboretum grounds in early spring.

There is no more beautiful Bush Honeysuckle than *Lonicera korolkowi*, grey foliage, pink flowers, orange fruits. Introduced from Turkestan in 1881.

The Regal Lily, white with yellow throat, introduced through Wilson in 1910 from China, has become one of the most popular of plants for the hardy garden.

The Arnold Crab (*Malus arnoldiana*), a chance hybrid appearing in the Arboretum in 1878, is the equal of any in the very showy group.

More than 2,500 varieties and species growing in the Arboretum have been introduced by plant explorers sent to all parts of the world. The library, probably the finest collection of volumes on woody plants outside of the British Museum, was built up by the late director, Professor Charles Sprague Sargent, whose name is inseparable from that of the Arnold Arboretum, to which he devoted 54 effective years.

Professor Sargent transformed a rundown, 125-acre farm in West Roxbury into a magnificent hardy tree garden of tremendous scientific value, now twice its original size. From the beginning, the funds for the Arboretum were inadequate for the undertaking, but the great dendrologist was able, personally, to secure contributions sufficient to meet current expenses. He died last March, keenly regretting that he was leaving the Arboretum's financial problem only partly solved. Realizing the urgency of securing a \$50,000 endowment, a group of friends organized the Charles Sprague Sargent Memorial Committee with a million-dollar fund as its objective.

Now, after nearly a year, three-quarters of that amount has been contributed by men and women in various parts of the country who recognize the Arboretum's broad service. It is earnestly hoped that the last quarter-million will be promptly forthcoming so that this month, the anniversary of Professor Sargent's passing, the permanence of his great lifework will be insured.

### How the Arboretum Serves the Nation—

1—The Arboretum serves garden owners, landscape architects, Nurserymen in many ways:

a—Identifies unknown plants.

b—Introduces and makes available for American gardens and grounds new species of plants from all over the world.

c—Advises on the choice of plants suited to individual gardens and estates, with regard to probable longevity.

suitability to local conditions, color schemes, etc.

d—Provides upon request so far as is possible seeds, cuttings and scions not only of trees and shrubs growing in the Arboretum, but of new species brought together by collectors from the ends of the earth.

e—Advises on the care of trees, prevention of blight and other plant and tree diseases.

2—Not only is the Arboretum a wonderfully rich collection of trees and hardy shrubs in their natural state and a storehouse of scientific knowledge about them, but, through its relation to Harvard University, it serves as a scientific experiment station and school of practical arboriculture where the behavior of trees can be studied over a long period.

A plentiful supply of timber is an important element in the economic welfare of the United States. Our original forests are approaching exhaustion and such scientific forest culture as has been practiced in Europe for more than a century will soon be necessary. In the chain of timber production the Arboretum is an important link. The forester and the lumberman find exact information about more kinds of trees than he could observe in any one region of natural distribution. In addition, the industrialist and the wood technician find at the Arboretum a complete collection of woods, with full data respecting their qualities and their availability for commercial use. The Arboretum library of 30,000 books is the most complete collection of trees and hardy plants in the world. Its herbarium contains 250,000 mounted specimens, collected from all parts of the world.

3—Not only is the acreage in public parks in the United States increasing rapidly, especially in younger cities and towns, but the standards of taste which govern their adornment and maintenance are becoming steadily more intelligent and exacting. The Arboretum renders valuable aid to this forward movement in the field of public parks by introducing new species, by serving as an object lesson in arrangements and planting for beauty and effectiveness, and by disseminating exact information as to tree life and tree characteristics.

### Help the Arboretum Reach its Goal!

About \$250,000 Still Needed

### AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

Following are new members of the American Association of Nurserymen since our report of Jan. 25:

Floricultural Illustrating Co., 800 N. Clark St., Chicago, Ill.

Menomonie-Eau Claire Nurs., Inc., Menomonie, Wis.

Frank J. Whaley, 73 S. Pine Ave., Albany, N. Y.

CHAS. SIZEMORE,  
Secy. & Traffic Mgr.

### Strawberry Plants

Sent direct to customer; send us your tags. Years of experience.

**A. G. Blount & Son**  
HASTINGS, NEW YORK

### Parcel Post Regulations

Nursery concerns which have been authorized to print C. O. D. tags in accordance with instructions in article 209, page 153 of the July 1927 Postal Guide will note the following provisions of the Post Office Department:

Under the special instructions relating to Nursery stock, postmasters are now required to notify the mailers when the parcels are undeliverable, that is, when the post master has definitely ascertained that the parcels cannot be delivered. When the parcels are undelivered, that is when the postmaster is unable to ascertain definitely whether or not delivery may be made, the senders are not entitled to notice. For example, when the addressee does not respond to notice or promises to call for the parcel at the post office, but does not call, the senders are not entitled to notice. Undelivered as distinguished from undeliverable means where the parcel is on hand awaiting delivery to the addressee, while undeliverable means that delivery cannot be effected.

At the request of some of the larger Nursery companies, this office has agreed to revise the special instructions on the back of the C. O. D. tag to require postmasters at the offices of address to notify the senders for all C. O. D. parcels which fail of delivery for any reason and for the insertion of the words "Five days," in place of "At once," with the distinct understanding that indemnity will be paid only for the outright loss, rifling, or physical damage (not due to deterioration) to C. O. D. parcels containing Nursery stock. No indemnity will be paid for either the admitted or alleged inadvertent failure of postmasters to notify the senders when C. O. D. parcels containing Nursery stock fail of delivery for any reason.

The revised instructions will read as follows:

"In the event of addressee refusing to pay the charges for any reason, deliver at once, without collecting the C. O. D. charges. Notify sender within five days if this C. O. D. parcel fails of delivery for any reason. If disposition is not furnished, parcel may be destroyed after 30 days from date of receipt. See sender's coupon for further instructions."

The revised instructions, quoted above, become effective March 1, 1928, and accordingly postmasters should notify senders, within five days after receipt of all C. O. D. parcels containing Nursery stock mailed in accordance with article 209, page 153, of the July 1927, Postal Guide, when such parcels are received in their offices on or after March 1, 1928, and fail of delivery for any reason within five days after their receipt.

Doubtless a number of Nursery companies will not be able to revise their instructions on the back of their specially printed C. O. D. tags by March 1, 1928, but postmasters should see to it that C. O. D. parcels containing Nursery stock mailed in accordance with this special procedure are treated in conformity with the revised instructions even though they bear C. O. D. tags containing the old instructions.

Extreme care should be exercised to assure notices being sent to the senders, within five days after receipt at offices of address of C. O. D. parcels containing Nursery stock, when such parcels fail of delivery for any reason during that period.

### Mrs. Mary E. Storrs

Mrs. Mary E. Storrs, 83 years old, widow of the late William G. Storrs, Storrs & Harrison Co., Painesville, O., died March 12th at the home of her daughter, Mrs. Edward Kennedy, Cleveland, O. Mrs. Storrs had been a life-long resident of Painesville. She was married in 1868. She retained an interest in the Storrs & Harrison Co.

**Demonstration Orchard**—A one-acre demonstration orchard for the Southwestern Nurserymen's Association will be established on E. M. Cole's farm at Alta Loma, Tex., it was decided last month in a meeting of the organization at Houston. The decision followed discussion for several months on the advisability of experimenting with various types of fruit and citrus plants.

**Confusion in Plant Names**

"To lessen confusion in plant names" is the avowed purpose of a movement launched by the Southern Nurserymen's Association and the Southwestern Nurserymen's Association which are to hold a joint convention in Memphis, Tenn., Sept. 12-13. A joint committee of members of these associations, of which O. W. Fraser, Birmingham, Ala., is chairman, and of which the Southwestern association members are J. B. Baker, Edward Teas and W. C. Griffing, will ask Nurserymen having stock about whose names they are in doubt to send specimens to C. W. Davis, park commissioner of Memphis, who will plant and care for them against the time when, a few days before the convention, those interested, with any expert assistance they may desire to call in, will undertake to establish a proper variety name and will attach labels accordingly.

The plan is largely the result of interest in the subject expressed by Mr. Fraser who says:

Recently, in attending the meetings of the Illinois State Nurserymen's Association at Chicago, and the Western Association of Nurserymen at Kansas City, I discussed with some of the members of both the Southern and Southwestern Associations the confusion existing at present with reference to some of the new ornamental plants, particularly in the broad-leaved evergreens; in one section of the country this plant being known under one name, and in other sections, another. It was suggested that perhaps the best way to clear up this misunderstanding was to have a committee on nomenclature appointed from both associations to work jointly at Memphis in clarifying these variety names, so that there might be some definite and authoritative identification on which Nurserymen could agree.

In other words, at the present time even Bailey's description is not accurate on some varieties, and regardless of who is right and who is wrong on botanical determinations, a committee could say that a certain plant was a certain variety and there would be some basis for the general adoption of this plant identification. It occurs to me that it would be a good idea to extend to the members of both associations an invitation to send to the park superintendent at Memphis, between now and the close of the spring season, any plants which they might have any confusion or doubts as to their identification, these to be planted by the superintendent to be available for the committee to inspect and pass on at our meeting there in September. Incidentally, the Nurserymen could be credited with having made a liberal donation to the parks of this planting material, and would get a good deal of favorable advertising.

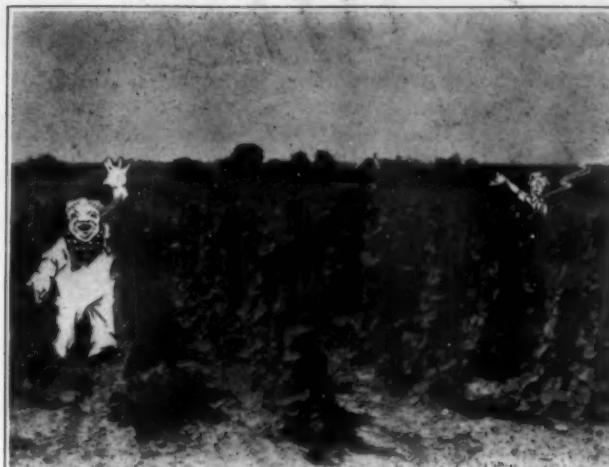
It has been suggested that the results of conclusions on names of varieties should be disseminated in a pamphlet for the information of all concerned. What is aimed at is to avoid the confusion of naming the same plant "jonesiana", "smithiana" or "brownii", according to whether the plant is advertised by Jones, Smith or Brown.

**Planting Schools Proposed**

Recently Frank L. Bertschler, park superintendent of Beaumont, Tex., formerly with the Griffing Nurseries, Beaumont, suggested that Nurserymen adopt the practice of those in some other industries to educate the public in the greater use of Nursery stock. He proposed that planting schools be conducted in various sections, much in the way that manufacturers of refrigerating systems, breakfast foods, etc., exploit their wares, the idea being that newspapers would give publicity to the plan and attract attention.

The practicability of the plan is questioned by some of the Nursery leaders, though President Hillenmeyer of the A. A. N. has said he would pass the idea along to the distribution committee of the A. A. N.

"I do not believe the real fundamentals could be given out by the average Nurseryman." "I say this because of the fact that

**The Preferred Stock**

ARISTOLOCHIA SIPHO (Dutchman's Pipe)  
Lots of it at our Newark, N. Y. Nurseries

**Remember When This****Used to be Scarce?**

"Whoever said Dutchman's Pipe was hard to get?" asked Perk when he posed for the picture above.

And I'll admit it was Perk's foresight in propagating a big quantity that's responsible for the fine assortment we have today. All sizes—and at much lower prices than have applied for years.

3 yr. 4-5 ft. @ \$6.50 per 10, \$60.00 per 100  
3 yr. 3-4 ft. @ \$5.00 per 10, \$50.00 per 100  
2 yr. 2-3 ft. @ \$4.50 per 10, \$40.00 per 100

So you're safe in recommending this vigorous climber to your customers who want its dense foliage around porches, arbors and where shade is required. Safe on supply and safe on price. Explain how this plant starts growing in the spring from the point where it left off in the fall and how even the branch-tips resist "freezing back." You'll sell a lot of Dutchman's Pipe in connection with other climbing vines.

Get your order in now because even a big supply can be exhausted.

Our bulletins are going out every two weeks. Are you getting yours regularly?

Jack

**Jackson & Perkins Company**  
*Wholesale Only*  
Newark, New York.

75 per cent of the Nursery business is being done through channels that are not sufficiently informed on real planting problems. There is no doubt that the conducting of such schools would stimulate a good deal of planting interest and if the plan could be put into operation without too much cost the whole Nursery trade would benefit.

In this connection it is of interest to note that M. E. Bottomley, University of Cincinnati, is going to do this very thing this spring, and I believe his work will be worth watching.

President Will B. Munson, of the Southwestern Nurserymen's Association: "I believe there is a need of such a school, not only to promote the sale of Nursery stock, but for a greater purpose, that is to educate the people to take care of trees and plants after they are purchased. From my own observation, much valuable Nursery stock perishes during the first and second years after being purchased, because the planter does not realize the necessity of giving proper attention to it."

Paul C. Lindley, Pomona, N. C.: "Our company has been invited during several years to make 'planting talks' before parent-teacher associations, and garden and women's clubs. Not a month passes that we do not make one of these talks in some section of our state. For instance, last sum-

mer we addressed 500 farm women at a farmers' congress held at our state agricultural college.

If the national association had a field man, state Nurseries perhaps would profit more than from talks by a local Nurseryman. Since F. F. Rockwell's book on shrubs was published, we have used in our talks many ideas he has so carefully outlined and would like to suggest that each Nurseryman procure a copy. The planting school idea is worth serious consideration by our committee on distribution."

**Department Store Shrub Sales**—The Nursery department of the Emporium in San Francisco is using considerable space in local newspapers to advertise shrubs and other plants.

A series of articles on evergreens, by State Forester Edmund Secret, is appearing in the Weekly Press Bulletin of the Ohio Experiment Station going to Ohio newspapers—an effective publicity feature working to the benefit of the Nursery trade.

A bill has been introduced in the Kentucky Legislature providing for the quarantine of diseased trees and plants, for the registration of tree dealers and inspection of Nurseries and appropriation of \$25,000 for carrying the act into effect.

# Trade Offer



FRAMINGHAM  
CENTRE  
MASSACHUSETTS

Best Quality "Little-Tree" Grown Evergreens, Trees and Shrubs

The fine tops and big roots of the three or more times transplanted, balled and burlapped Evergreens will please your customers. They are our best Ornamental Stock. The lining out plants are exceptionally heavy.

stocky and well grown. "Ball of loam securely burlapped to roots is included in the price of all stock marked "B&B. When cash accompanies order there is no packing charge, otherwise packing is charged for at cost.



These beds show a small portion of the high quality Hemlocks we grow.

Note the use of Little Tree Farm special lath screens. They are made by us for the trade 4 feet wide, any length desired, with any spacing between the lath. Easy to handle, last for years.

Come and See Them!

## EVERGREENS

Little Tree Farms has long specialized in growing the finest Arborvitae. From their magnificent roots to their shapely, full-foliated tops, they are fitted for absolute success. Use the larger sizes for immediate resale, the smaller sizes for lining out. Several carloads of these Arborvitae were recently sold to a visiting nurseryman, who enthusiastically remarked: "Those are the finest Arborvitae I have seen in this country."



AMERICAN  
ARBORVITAE  
7 to 8 feet  
\$7.50 each  
in lots of  
fifty or more.



COLORADO SPRUCE  
5 to 6 feet  
Only \$7.00 each  
in lots of  
5 or more.



DOUGLAS  
FIR  
4 to 5 ft.  
By the  
hundred,  
\$3.50 each

### COLORADO SPRUCE (Blue Spruce)

Dense foliated, shapely specimens, well rooted. Our Colorado Spruces are grown from seed of hardy trees of high, cold regions of the Rocky Mountains. The color ranges from clear green to bluish green. Stock is perfect in all its variations. Conical in form, the full foliated branches extend to the ground. Magnificent in health, vigor and endurance.

Quan.	Quality	Size	Each	10	100
300	All 3 or more times transpl'd	7 to 8 ft.	\$2.50	\$80.00	\$750.00
100	more times transpl'd	6 to 7 ft.	7.00	60.00	550.00
200		5 to 6 ft.	5.00	45.00	400.00
200	"B&B	4 to 5 ft.	4.00	35.00	300.00
200	"B&B	3 to 4 ft.	3.00	25.00	225.00
5,000	twice trans.	8 to 12 in.	\$2.00	\$15.00	\$125.00
5,000	twice trans.	4 to 8 in.	1.50	10.00	90.00
5,000	once trans.	8 to 12 in.	...	8.00	65.00
5,000	once trans.	4 to 8 in.	...	6.00	50.00
10,000	Seedlings	6 to 8 in.	...	4.00	30.00
40,000	Seedlings	3 to 6 in.	...	3.00	20.00

Quan.	Quality	Size	Each	10	100	1000
2,000	once trans.	8 to 12 in.	\$2.50	\$20.00	\$150.00	
5,000	once trans.	6 to 8 in.	2.00	15.00	100.00	
5,000	once trans.	4 to 6 in.	...	10.00	80.00	
50,000	Seedlings	2 to 4 in.	...	3.00	20.00	

### DOUGLAS FIR

Good tops, big roots. None better. For all ornamental purposes use the large size "B&B" plants pictured above. They are strong, splendid plants—sure to give satisfaction. For lining out purposes the smaller grades will please you, they're well rooted and have nice tops. Very reasonably priced.

Quan.	Quality	Size	Each	10	100	1000
50	All 2 or more times trans.	5 to 6 ft.	\$7.00	\$35.00	\$300.00	
200	times trans.	4 to 5 ft.	5.00	40.00	350.00	
400	"B&B	3 to 4 ft.	4.00	30.00	250.00	
200	"B&B	2 to 3 ft.	3.00	25.00	200.00	
2,000	twice trans.	8 to 12 in.	\$3.00	\$25.00	\$200.00	
2,000	once trans.	12 to 18 in.	2.50	20.00	150.00	
20,000	once trans.	8 to 12 in.	2.00	15.00	100.00	
60,000	once trans.	6 to 8 in.	...	10.00	75.00	
75,000	Seedlings	3 to 6 in.	...	2.50	15.00	

### AMERICAN ARBORVITAE (Northern Seed)

Unusually dense, beautiful tops which have been frequently pruned and sheared. Recently transplanted, they have large masses of roots.

Quan.	Quality	Size	Each	10	100
300	All 3 or more times transpl'd	6 to 7 ft.	\$2.50	\$80.00	\$750.00
200	more times transpl'd	5 to 6 ft.	2.00	60.00	550.00
200	"B&B	4 to 5 ft.	1.50	45.00	400.00
200	"B&B	3 to 4 ft.	1.00	35.00	300.00
5,000	twice trans.	8 to 12 in.	\$2.00	\$15.00	\$125.00
5,000	twice trans.	4 to 8 in.	1.50	10.00	90.00
5,000	once trans.	8 to 12 in.	...	8.00	65.00
5,000	once trans.	4 to 8 in.	...	6.00	50.00
10,000	Seedlings	6 to 8 in.	...	4.00	30.00
40,000	Seedlings	3 to 6 in.	...	3.00	20.00

### COLORADO SPRUCE (Blue Spruce)

Dense foliated, shapely specimens, well rooted. Our Colorado Spruces are grown from seed of hardy trees of high, cold regions of the Rocky Mountains. The color ranges from clear green to bluish green. Stock is perfect in all its variations. Conical in form, the full foliated branches extend to the ground. Magnificent in health, vigor and endurance.

Quan.	Quality	Size	Each	10	100	1000
2,000	once trans.	8 to 12 in.	\$2.50	\$20.00	\$150.00	
5,000	once trans.	6 to 8 in.	2.00	15.00	100.00	
5,000	once trans.	4 to 6 in.	...	10.00	80.00	
50,000	Seedlings	2 to 4 in.	...	3.00	20.00	



**NORWAY SPRUCE**  
twice transplanted,  
18 to 24 inches,  
20c each in 100  
lots.



**WHITE SPRUCE**  
twice transplanted,  
12 to 18 inches,  
30c each in lots of  
500.



**WHITE SPRUCE** is one  
of our big specialties.  
Their healthy bluish foliage  
and their fine big  
roots sell them at sight.  
Sizes 12 to 18 inches, 30c  
each in 500 lots.

If your customers want an evergreen that will grow almost anywhere buy these big-rooted healthy Scotch Pines. Size 12 to 18 inches cost only 15c each (in 100 lots).

**SCOTCH PINE**  
Rugged, full foliated plants. Strong roots.

Quan.	Quality	Size	Each	10	100
50	All 3 or	4 to 5 ft.	\$4.00	\$35.00	\$300.00
200	more times	3 to 4 ft.	3.00	25.00	200.00
200	transpl'd	2 to 3 ft.	2.00	15.00	125.00
200	*B&B	18 to 24 in.	1.50	10.00	90.00
Quan.	Quality	Size	10	100	1000
500	twice trans.	18 to 24 in.	5.00	\$40.00	\$300.00
3,000	once trans.	12 to 18 in.	2.00	15.00	125.00
5,000	once trans.	8 to 12 in.	1.50	10.00	75.00
10,000	once trans.	4 to 8 in.	...	6.00	50.00
15,000	Seedlings	8 to 12 in.	...	3.00	20.00
15,000	Seedlings	6 to 8 in.	...	2.50	15.00
100,000	Seedlings	3 to 6 in.	...	2.00	10.00

**RED or NORWAY PINE** (Northern Seed  
Big, fine stock with heavy roots.

Quan.	Quality	Size	Each	10	100
100	All 3 or more	8 to 9 ft.	\$8.00	\$70.00	\$650.00
200	times trans.	7 to 8 ft.	7.00	60.00	550.00
100	transpl'd	6 to 7 ft.	6.00	50.00	450.00
50	*B&B	5 to 6 ft.	5.00	45.00	400.00
Quan.	Quality	Size	10	100	1000
5,000	twice trans.	4 to 6 in.	\$1.00	\$6.00	\$50.00
10,000	once trans.	8 to 6 in.	...	4.00	35.00
80,000	Seedlings	2 to 4 in.	...	2.00	15.00

**AUSTRIAN PINE**

Very stocky plants, good tops and roots.

Quan.	Quality	Size	Each	10	100
5,000	once trans.	4 to 6 in.	\$1.00	\$6.00	\$50.00
30,000	Seedlings	8 to 5 in.	...	3.00	20.00

**WHITE PINE**

Very stocky plants, good tops and roots.

Quan.	Quality	Size	Each	10	100
5,000	once trans.	4 to 6 in.	\$1.00	\$6.00	\$50.00
30,000	Seedlings	8 to 5 in.	...	3.00	20.00



\$7.00 Each  
In quantities  
of 50 or  
more.



**CANADA HEMLOCK**

twice transpl.  
11 to 2 feet  
only, 80c ea.  
in 500 lots.



**CANADA HEMLOCK**

**CANADA HEMLOCK**  
2 to 3 feet,  
\$2.50 each  
per 100.

**WHITE PINE** (Shipped in New England only)

Finest that can be grown. Genuine ornamentals. These heavy rooted, full foliated White Pines (Pruned and sheared in growth) are long needled and of fine color; sure to please your customers.

Quan.	Quality	Size	Each	10	100
50	All 4 or	10 to 12 ft.	\$11.00	\$95.00	\$900.00
150	more times	8 to 10 ft.	8.50	75.00	700.00
100	transpl'd	6 to 8 ft.	6.00	50.00	450.00
500	*B&B	5 to 6 ft.	5.00	40.00	300.00
2,000		4 to 5 ft.	4.00	30.00	200.00
2,000		3 to 4 ft.	3.00	20.00	150.00
Quan.	Quality	Size	10	100	1000
5,000	once trans.	18 to 24 in.	\$1.80	\$12.00	\$100.00
10,000	once trans.	12 to 18 in.	1.50	9.00	75.00
10,000	once trans.	8 to 12 in.	...	6.00	40.00

**WHITE PINE**

18 to 20  
feet.

Quan.	Quality	Size	Each	10	100
1,000	All 3 times	2 to 3 ft.	\$2.00	\$27.50	\$250.00
2,000	transpl.	18 to 24 in.	2.25	20.00	175.00
2,000	*B&B	12 to 18 in.	1.50	12.50	100.00
Quan.	Quality	Size	10	100	1000
5,000	twice trans.	18 to 24 in.	9.00	60.00	500.00
2,000	twice trans.	8 to 12 in.	5.00	35.00	300.00
5,000	once trans.	8 to 12 in.	...	20.00	150.00
5,000	once trans.	4 to 8 in.	...	15.00	120.00

**WHITE PINE**

18 to 20 feet.



**WHITE SPRUCE**

The best quality, have been top pruned and repeatedly sheared, making them dense and shapely. Also recently transplanted. Splendid values in lining out sizes. See picture above.

Quan.	Quality	Size	Each	10	100
100	All 3 or more	4 to 5 ft.	\$4.50	\$40.00	\$350.00
300	times trans.	3 to 4 ft.	3.50	30.00	275.00
300	*B&B	2 to 3 ft.	2.50	22.00	200.00

**DECIDUOUS TREES**

Splendid stock, straight stems and good roots. Good stock at very low prices.

**SILVER MAPLE**

Quan.	Quality	Size	Each	10	100
3,000	3 times trans.	14 to 16 ft.	\$2.00	\$22.00	\$200.00
100	3 times trans.	12 to 14 ft.	2.00	16.00	150.00
50	3 times trans.	10 to 12 ft.	1.50	12.50	100.00
100	3 times trans.	8 to 10 ft.	1.25	10.00	75.00

**NORWAY MAPLE**

Grown from native seed. Stocky and well rooted.

Quan.	Quality	Size	Each	100	1000
3,000	Seedlings	3 to 6 in.	...	\$3.00	\$25.00
2,000	Seedlings	2 to 4 in.	...	2.50	20.00
10,000	Seedlings	4 to 6 in.	...	1.50	15.00

**RED MAPLE**

Grown from native seed. Nice tops, well rooted.

Quan.	Quality	Size	Each	100	1000
20,000	Seedlings	12 to 18 in.	...	\$4.00	\$35.00
5,000	Seedlings	8 to 12 in.	...	3.00	25.00

**SUGAR MAPLE**

Grown from native seed. Stocky and well rooted.

Quan.	Quality	Size	Each	100	1000
10,000	Seedlings	12 to 18 in.	...	\$4.00	\$35.00
3,000	Seedlings	8 to 12 in.	...	3.00	25.00
100	Seedlings	4 to 6 in.	...	1.50	15.00

**EUROPEAN WHITE BIRCH**

Nice tops and roots.

Quan.	Quality	Size	Each	100	1000
2,000	Seedlings	8 to 12 in.	...	\$5.00	\$40.00

**WHITE OAK**

Splendid stock, scarce, stocky tops and good roots.

Quan.	Quality	Size	Each	100	1000
200	14 to 16 ft.	...	\$2.50	\$20.00	\$175.00
200	All 3 or	12 to 14 ft.	2.00	15.00	125.00
300	more times	10 to 12 ft.	1.50	12.50	100.00
400	transpl'd	8 to 10 ft.	1.25	10.00	75.00
500		6 to 8 ft.	1.00	7.50	60.00

**SCARLET OAK**

Nicely grown, well rooted.

Quan.	Quality	Size	Each	100	1000
2,000	Seedlings	4 to 8 in.	...	\$4.00	\$30.00

**RED OAK**

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# AMERICAN NURSERYMAN

## American Nursery Trade Bulletin



### CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Semi-Monthly by  
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39 State Street, Rochester, N. Y.

RALPH T. OLcott, Pres. and Tres.  
Phones—Main 5728, Glenwood 780  
Chief International Publication of the Kind

**SUBSCRIPTION RATES**  
One Year, in advance - \$2.50  
To Foreign Countries and Canada - 3.00  
Single Copies - .25

**ADVERTISING RATE, Per Inch.....\$2.50**  
Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., MARCH 15, 1928

### FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

### IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

## The Mirror of the Trade

### NO LIMIT IN SIGHT

We have frequently directed attention to the fact that numerous industries in boosting their own interests have aided the Nursery industry. Indeed, if this had not been so, the Nursery industry would probably long ago have felt the pressing need for an active merchandising campaign on its own account, as it now feels it. Nurserymen cannot well afford longer to depend upon outside promotion plans. Nevertheless, all such aids are appreciated.

Among recent activities in various industries directly or indirectly of advantage to Nurserymen is to be noted the plan of the retail lumber industry to launch a \$24,000,000 campaign to make home-owning and home-living as popular as automobile-owning. Commenting on this movement at the time the American Association of Nurserymen is planning a nation-wide publicity campaign, the Southern Florist says: "If there is a limit to the possible market for trees and shrubs it is nowhere in sight—provided the craft decides to plow with a plow instead of a toothpick."

### FEE FOR NURSERY INSPECTION

The editor of American Nurseryman was first to demonstrate that a Nursery inspector is an ally and not an opponent in good business practice and to argue that a certificate of inspection is a strong selling point. That was long ago. Co-operation with state entomologists and their representatives is now general in the trade.

And now Wisconsin Nurserymen, finding that the demand for Nursery inspection exceeds the \$2500 appropriation therefor, recommended at their recent state convention that a fee be charged for inspection—\$5 for one acre or less, \$1 per acre for the next 10 acres and 50 cents per acre for more than 10 acres. This regulation is now in effect in Wisconsin.

### ANOTHER NURSERY AID

"Help Save Our Trees" is the appeal of the American Green Cross to which attention has been directed in these columns. The organization presents the need for farm relief, flood control, water conservation, renewal of soil fertility, restoration of streams, fish, game and birds, and rebuilding of recreational areas through comprehensive programs of scientific reforestation and engineering projects.

Now that is a program of usefulness to which all can subscribe—and especially Nurserymen whose occupation is to enhance the values of open areas through increase of the bounty or beauty thereof.

Chairman George H. Barnes and Miss Mabel Mills, secretary, of the board of governors of the American Green Cross recently issued a report from the headquarters in Los Angeles, Cal. The details of the work therein suggested are to be carried out by forestry reclamation and civil engineers under the direction of and co-operation with the U. S. Departments of Agriculture, Commerce and Interior. The report is much in detail, covering nearly three pages, in small type, with illustrations, in a recent issue of the Santa Barbara, Cal. Press. The scope of the undertaking is comprehensive and constitutes an extraordinary breadth of survey and plan of operation. Doubtless readers of this journal will hear

much of this movement in the near future. It should interest them directly because that which greatly improves living conditions and tends to promote and to maintain prosperity directly affects the business of Nurserymen as it does every industry. A measure to give national endorsement to the movement by Congress is pending. Readers who are interested may procure full information by addressing the organization at 428 Bradbury Bldg., Los Angeles. Harlan P. Kelsey has lent his aid by purchasing 1000 All Year stickers—a green cross headed "Save Our Trees."

### No Time for Delay

"See what the aluminum concerns are doing. You are all reading about asparagus, grape fruit for health, orange juice, Switzerland cheese, and even sauerkraut. Why sauerkraut has been lifted to a choice place in the country's menus. The faced brick business through publicity has more than doubled the output in six years. The slogan 'Save the surface and you save all' has boomed the paint and varnish business enormously and the manufacturers expect to triple the output by 1931.

"From all sides the various industries are knocking at the door of the consumer as never before. Sales resistance is increasing daily. Not one of the commodities I have hurriedly mentioned has one-half the appeal to the public which the planting of trees and plants has. Our field is a natural one; it does not have to be forced. Distribution is the thing we have been lacking, because there has been no master hand to direct. The time is here to make our strong appeal to the public—and there is no time for delay."

—Chairman E. C. Hilborn, Distribution Committee, A. A. N.

### Denver Hotel Rates

Editor American Nurseryman:

The headquarters hotel for the A. A. N. convention will be the Cosmopolitan Hotel. The rates will be \$5 per day for a single person, \$8 for two and \$2 for each additional person per room. Each room has a bath. The hotel is one of the finest in Denver and is the newest, having been built only a year and a half. It was built especially for conventions.

Chas. C. Wilmore, Secy.,  
Rocky Mountain Nurserymen's Assn.

### International Agreement Desired

Harlan P. Kelsey, secretary of the American Joint Committee on Nomenclature has received a letter from G. H. Dalrymple, The Nurseries, Bartley, Southampton, England, in which Mr. Dalrymple says:

"Re plant nomenclature, I have the book you refer to. I wish there could be an international agreement as to names and a heavy fine for anyone changing or altering a name or sending out a plant not true to name. Or even make it a penal offense, six months for the first time, twelve for the second time, and so on."

Upon which Mr. Kelsey says: "Horticulturists everywhere are getting tired of the apparently pleasurable game that botanists are playing with regard to plant names. The American Joint Committee certainly hopes for an international agreement and has been corresponding with certain botanical gardens about it for some time. Even the botanists themselves are tired of the present situation."

## LITERATURE

**Plant Introductions**—By N. E. Hansen, horticulturist, South Dakota College of Agriculture. This 64-page bulletin contains a complete record of plant introductions under Dr. Hansen's direction up to and including 1927. The breeding of hardy fruits has been the leading work of the department of horticulture of South Dakota College since the fall of 1895. For three decades Nurserymen have been kept in touch with Dr. Hansen's important work through the interest therein by the management of the *American Nurseryman*. The bulletin reviews the work of a persistent, successful explorer and propagator second to none of the kind; it constitutes a highly valuable contribution to the horticultural literature of the United States. It deserves wide circulation especially in the northern states where hardy varieties are essential and should be preserved for reference.

In the northwestern prairie states, says Dr. Hansen, several million people need a hardy winter apple; this is the most important fruit problem in that section. Millions of dollars have been expended in trying to grow apples for the northern Mississippi Valley. The problem is still unsolved though fully 10,000 apple seedlings along various lines of pedigree have been grown. Indications are that success will come by a step-by-step process. Dr. Hansen has been working along new lines and largely with the Siberian and native wild crab-apples. Hundreds of orchardists have failed in attempts to grow apple seedlings of purely west European ancestry. Eleven pages of the bulletin list the named varieties which Dr. Hansen has experimented with. With native plums Dr. Hansen has



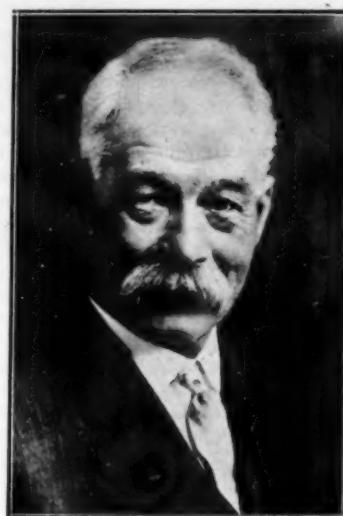
DR. N. E. HANSEN, Brookings, S. D.

listed Nos. 8-45 as bearing fruit large to very large and good quality. But there has been little call for these since the advent of the hybrid plums. Twelve pages of the bulletin are devoted to listing of varieties of the plum and sand cherry. Six pages deal with the pear and there are interesting lists of new grapes (32 of them), raspberries, gooseberries, strawberries.

Progress with ornamental trees and shrubs, hardy roses and perennials is described on concluding pages of the bulletin; also some new alfalfas and agricultural seeds. Dr. Hansen's work tends toward extending demand for Nursery products over

a wide area; it is therefore directly in line with the New Movement in the Nursery trade—Distribution.

**Hill's Evergreens**—“Famous Over Half a Century,” is the sub-title of a remarkably fine catalogue in black and white and striking color, with contrasting red, green and



D. HILL, Dundee, Ill.

gilt cover, issued for 1928 by D. Hill Nursery Co., Dundee, Ill.

A full page portrait of D. Hill, pioneer evergreen grower who founded this great business 73 years ago, appropriately faces a picture of a sturdy pine of mature age withstanding on a mountain side the storms of decades and steadily making progress—pioneers, both of them.

Everything that a catalogue of evergreens should be seems to be encompassed in this production. Naturally this would be so, in view of the long experience of the concern. Apparently every question a prospective planter might ask has been anticipated—indeed answered beyond expectation. Here are 64 pages profusely illustrated in natural colors with views of beautiful specimens of every desirable evergreen in appropriate and effective landscape arrangement—the whole constituting strikingly what the high-powered experts on salesmanship so graphically depicted at the recent Illinois Nurserymen's Association convention—creation of strong desire to possess and consequent buying on the part of a prospect, rather than simply stressing the exchange of goods for a price.

To assist in selection the company has indicated in the catalogue a division of the trees into groups according to their general habit of growth: Tall growing, medium height, narrow pyramidal, round or globular, half erect and creeping evergreens—with outline cuts. Two pages are devoted to description, with illustrations in color, of the foliage of evergreens, enabling the prospective planter to distinguish readily between the fir, the pine, the spruce, the arborvitae, the hemlock, the juniper and the yew. Indeed the entire catalogue is highly educational in character. Descriptions, with illustrations, of foundation collections and prices therefor will aid the planter greatly.

Although the catalogue is issued primarily for the guidance of trade customers, it has been found that many Nurserymen use it for selling. Therefore the catalogue lists retail prices for single trees or lots of ten. Net wholesale prices are shown in the

company's wholesale catalogue. Price of the retail catalogues is 50c.

**The Annals of Flowerland**—A Macmillan publication written by Alice T. A. Quackenbush, author of *All In a Garden Fair*, who asks: When does the spring come? There are unfortunates, she says, who must go to the calendar to learn this interesting fact, and certain scientific others who consult the weather bureau or the sun. Those have a strong case who say: “When the first flower opens.” But they are happiest who answer: “When the postman brings the first seed and plant catalogue.” For what, pray, is the worth of a glorious happening without the pleasure of anticipation?

This little book of gardening gossip comprises odd bits of history, legend, and garden lore about each of the annuals commonly grown. It is an intimate record of the “first families” of flowerland—and of the “black sheep” too! Mrs. Quackenbush discovers some flowers that are adventuresome, some timid, and some which need coddling, and some sturdy sorts which make the best of anything. In her entertaining delineations of flower character and habits, the true garden lover finds the same fascination which holds one entranced with the spring's first catalogues. Rochester, N. Y.: American Fruits Pub'g Co., \$1.65 postpaid.

**Water Gardens**—Many Nurserymen are acquainted with the specialty of William Tricker, Inc., as demonstrated in the attractive properties at Saddle River, N. J., and Independence, O. No subject affords opportunity for greater appeal to lovers of the beautiful than does a brilliantly colored lily pool. Full advantage of the subject is taken in the construction of the cover of the catalogue of William Tricker, Inc., and the colored plates in the catalogue. Apparently every feature of a water garden is provided for in the listing from tub gardens up, and there are detailed cultural directions.

**Stark Bro's. Trees, Shrubs and Roses**—An elaborate production of color photographic views of leading flowering shrubs, shade trees, roses, etc., on heavy plate paper 8½ x 13 inches, bound into a book of 48 pages the advertised price of which, per copy, is \$5. It is announced that the publication cost \$30,000 and that it has been in process of preparation during the last ten years.

The avowed purpose of the book is to awaken in the minds of those who had not already realized the importance of home-gardens decoration a desire to do their individual part in “Making America More Beautiful” which is the substance of the introduction to the matter. The aim is to instill interest in landscape improvement generally by especially attractive presentation of the subject. The age and standing of the big establishment in Louisiana, Mo., is emphasized at the outset by a photo-engraving of the \$25,000 monument in front of the Pike County, Mo., court house to the late Champ Clark who at one time paid high tribute to Judge James Stark, pioneer from Kentucky who in 1816 founded the Stark Bros. Nurseries which now comprise an acreage of 3958 in selected locations, branch Nurseries being at Dansville, N. Y.; St. Charles, Mo.; Fayetteville, Ark.; Rockport, Ill.; Marionville, Mo.; North Girard, Pa.; Perry, Kan.; Hannibal,

(Continued on Page 152)

## EXTENSION TRIPS FROM DENVER AT JUNE CONVENTION

Many Wonders Beyond Colorado—National Park Attractions—Northward and Southward Along the Pacific Coast—Return Options

In the last issue of *American Nurseryman* were presented views of the Rocky Mountains which will be seen by those who attend the Denver Convention of the American Association of Nurserymen in June. Herewith are outlined extension trips from Denver, of special interest.

**D**ENVER, the handsome capital of Colorado, is an important manufacturing and industrial city of more than 325,000 inhabitants. Its mile-high elevation gives it a cool, bracing summer climate and its scenic surroundings are magnificent. The city owns 10,000 acres of beautiful mountain parks within fifteen miles of its corporate limits, and about 75 miles away by motor highway is Rocky Mountain National Park with its glaciers, forests and flowers, its exquisite, blue-green mountain lakes and lofty, snow-capped peaks. Those whose time is limited may obtain some splendid views of the Park and its surrounding peaks and ranges in a two-day, 240 mile circle tour from Denver and over the famous Fall River Road, which twice crosses the Continental Divide at altitudes above 11,000 feet.

Beyond Colorado there are other wonders. Cheyenne, capital of Wyoming, once a roaring western camp, is now a modern, progressive city. It annually commemorates the stirring times of the pioneers in its Frontier Days celebration, held during the latter part of July. This is one of the few really great western rodeos in the country, and there the foremost exponents of bronco-riding, roping and "bull-dogging" gather to match their skill in world's championship contests.

Westward from Cheyenne the route passes the curious and impressive buttes and canyons of Wyoming and northern Utah to Ogden, second city of Utah, and famed for the beauties of Ogden Canyon. A short distance south is Salt Lake City, the imposing and distinctive capital of Utah. There the visitor will wish to see Temple Square, enclosing the Mormon Temple and Tabernacle and other interesting structures, and take a swim in the amazingly buoyant water of Great Salt Lake at Saltair Beach a few miles from the city.

From Salt Lake City one may travel northeastward to Yellowstone, largest and most famous of our national parks. There the gleaming jets of geysers play to

prodigious heights; hot springs build up elaborate limestone terraces, brightly tinted by tiny algae; the foaming green Yellowstone River plunges between the painted crags of its canyon in two glorious cataracts; and there, too, are wild bears, venturing out upon the highway to beg tourists for sweets. Or from Salt Lake City the traveler may turn southward a night's ride on the way to California, leaving the main line at Lund for Cedar City, Utah, the gateway to the newer wonderland of Southern Utah and Northern Arizona—newer, and hence less famous as yet, but every whit as marvelous as Yellowstone. The chief glories of this spectacular land are Zion National Park, with its magnificent red and white canyon, guarded by huge, monolithic buttes; Grand Canyon National Park, greatest of all the chasms of earth, unthinkably vast and incomparably awe-inspiring; and the innumerable fantastic natural sculptures of Bryce Canyon and Cedar Breaks, whose wild complexity, dazzling beauty and gorgeous coloring almost surpass belief. If the choice between Yellowstone and Southern Utah is too difficult, it is easy to combine the two; a motor-bus tour of the former requires four and one-half days; one of the latter, five. The busses are swift and comfortable, accommodations are excellent, and daily train service between Salt Lake City and the rail entrances to both regions eliminates delays. A special rate for the combination tour is offered by the railroad.

If one plans a tour to the Pacific Coast he has a variety of regions from which to choose. He may select the enchanted land of the Pacific Northwest, proceeding directly via Granger, Wyoming, or via Salt Lake City through mountainous Idaho into Oregon, traveling for more than 200 miles through the world-renowned Columbia River Gorge, paralleling the course of the Columbia River Highway—an ever-changing vista of cliff and stream, rock, wooded islets and plunging water-falls—and arriving at Portland, Oregon, the Rose City, noted for its Rose Festival which is held each year in June. He should also see Tacoma and Seattle in Washington, the latter the largest city in the Pacific Northwest. From either of these two beautiful cities it is but a few hours' ride to Rainier National Park, where lordly Mt. Rainier stands in its mantle of glacial ice, decked with a pro-

fusion of Alpine flowers. Beaches, forests and mountains throughout the Pacific Northwest offer endless opportunities to the vacationist.

Or the traveler may choose the southern journey and travel through Utah and the varicolored rock gorges of Nevada, past the strange flora of California's arid sections and over the crest of the San Bernardino Range, descending amid the orange groves and palms of the smiling western slope to Los Angeles, queen city of Southern California—ruler of a wide domain of flowers and sunshine, an all-year playground of stately hills and verdant valleys, sparkling blue waters and wondrous islands, in which every sort of outdoor recreation may be enjoyed.

Without changing trains you may follow the Southern Pacific route from Ogden over the remarkable Salt Lake cut-off to romantic, hospitable San Francisco, a city of unique and characteristic charm, offering a wealth of entertainment and sightseeing possibilities. A short journey from San Francisco (it can also be visited via Los Angeles) is Yosemite National Park, one of the most popular in the country, with its famous grove of big trees and its valley of gray granite, down whose towering walls leap several of the world's most famous water-falls.

So, briefly and inadequately we may enumerate some of the foremost wonders of the scenic West—a priceless American heritage which a lifetime of travel would not exhaust; a heritage which everyone of us owes it to himself to know and enjoy as completely as possible.

### Half Interest Sale is of Seed Business

In regard to the announcement on page 11 of the last issue of this journal, that F. M. Ellis, Griffin, Ga., has sold a half interest in his business, the statement should have been that the business is that of seedsman instead of Nurseryman. Mr. Ellis deals strictly in seeds, serving Nurserymen with seeds of trees and shrubs needed in their business.

Five hundred acres of abandoned farm land 15 miles from here, near Newfield, have been given to the forestry department at Cornell University by an anonymous donor for use in experiments and instruction in forestry and as an observation ground for botanists.

### MORE DURABLE NURSERY AND GARDEN LABELS



### LABEL YOUR PLANTS IN THE MODERN WAY

Drescher labels are new in the market but are thoroughly tested and tried for economic handling of Nursery Stock. They are built of heavy steel with removable zinc plates, guaranteed to last ten years. Samples will be sent on request.

**MARTIN DRESCHER**

For Quality and Service at Lowest Cost

Norwood, O.

### Celebrating Seventy-five Years of Steady Progress

1853



1928

Growing Fruit and Ornamental Trees, Shrubs and Roses that are unexcelled. Every detail of propagation, digging, packing and shipping is handled by a careful system perfected through our 75 years of faithful service.

We are the originators of the well known  
CLIMBING AMERICAN BEAUTY ROSE

**HOOPES, BRO. & THOMAS CO.**  
THE WEST CHESTER NURSERIES

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## DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; June 20-22, 1928. Denver, Colo.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Ass'n. of Nurserymen—Mrs. H. W. King, Sec'y., 487 Chamber Commerce Bldg., Los Angeles, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Sec'y., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Fred Worsinger, Sec'y., Tacony, Pa.

Fruit and Flower Club of Western New York—J. C. Hoste, Newark, N. Y.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill.

Iowa Nurserymen's Association—Harold J. Parnham, secy., Capitol City Nurs., Des Moines, Nov. 1928, Cedar Rapids.

Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., West Newbury.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

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Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Sec'y., Weymouth, Mass.

New Jersey Association of Nurserymen—John Marseille, secy., Wyckoff, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Royce Pickett, secy., Clyde.

Oklahoma Nurserymen's Association—W. E. Rey, sec'y., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash.

July 11-13, 1928, Olympic Hotel, Seattle, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver, Colo.

Rhode Island Nurserymen's Association—Daniel A. Clarke, Secy., Fiskeville.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota State Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 12-13, 1928, Memphis, Tenn.

South Texas Nurserymen's Ass'n.—W. R. McDaniel, Sec'y., Alvin, Tex.

Southwestern Nurserymen's Association—Thomas B. Foster, Secy., Denton, Tex., Sept. 12-13, 1928, Memphis, Tenn.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

## BOXWOOD

Young's Boxwood and Evergreens  
FOR LINING OUT

My service and stock will please you.

Write for Wholesale Trade List

**ROBERT C. YOUNG**

Wholesale Nurseryman  
GREENSBORO NORTH CAROLINA

## Broadleaf and Coniferous EVERGREENS

English Laurel, Japanese Ligustrum, Gardenias, Aucuba Japonica, Biotia, Retinosporus, Thuya.

Price list on request.

**Audubon Nursery**

H. VERZAAL, General Manager  
Wilmington, N. C. P. O. Box 275



## PIN OAK SEEDLINGS

I have Pin Oak Seedlings, for spring 1928, in 8 to 12 in. and 12 to 18 in. 18 to 24 in. all sold. Let me quote you.

**ARTHUR L. NORTON**  
Nurseryman Clarksville, Mo.

## OLD DOMINION NURSERIES

We offer for Spring, 1928:  
Peach Trees; Amour River (North) and California Privet; Catalpa Bungei; Silver Maples; Lombardy Poplars; Evergreens; Azaleas—Crepe Myrtle. We also offer a good stock of Extra Well Rooted Evergreens from beds for lining out purposes.  
W. T. HOOD & CO., Richmond, Virginia  
Send for our Wholesale lists.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

**SPIREA VANHOUTTE**  
2-3 ft., 3-4 ft., and 4-5 ft. in quantities.  
**HYDRANGEA ARBORESCENS**  
18-24 in. and 2-3 ft.  
**HYDRANGEA PAN. GRAND.**  
18-34 in. and 2-3 ft.  
**BERBERIS THUNBERGII, CALIFORNIA PRIVET,** and all other SHRUBS in a good assortment.  
**WISC. WEEPING WILLOWS**  
6-8 ft. and 8-10 ft.  
**FRUIT TREES, GRAPE VINES, and SMALL FRUIT PLANTS**  
"WEST has the BEST"

**T. B. WEST & SONS**  
PERRY, OHIO

**BLACK HILL SPRUCE**  
18-24 inch ..... \$1.00 each  
24-30 inch ..... 1.75 each  
30-36 inch ..... 2.25 each  
3-4 feet ..... 3.00 each  
4-5 feet ..... 5.00 each

THE INDEPENDENCE NURSERIES CO., Independence, Ohio

**LINING-OUT STOCK**  
**MALUS**—The Flowering Crab  
Arnoldiana, Atrosanguinea, Baccata-Sieboldii, Floribunda, Ioensis, Niedzwetzkyana, Prunifolia-Rinki, Scheideckeri  
18-24" \$1.50 per 10 \$135.00 per 100  
24-36" 2.50 per 10 200.00 per 100  
**Bechtel's, Floribunda Peachblow, Floribunda Purpurea, Spectabilis, Toringo, Sargentii:**  
18-24" \$2.00 per 10 \$150.00 per 100  
24-36" 3.00 per 10 250.00 per 100  
**CERCIS CHINENSIS (Chinese Red Bud)**  
4-6" \$3.50 per 100 8-10" \$5.50 per 100  
6-8" 4.00 per 100 10-12" 7.00 per 100  
**ULMUS PARVIFOLIA (Chinese Elm)**  
1 yr. 4-6" \$2.50 per 100  
6-8" 3.50 per 100  
2 yr. 12-18" 5.00 per 100  
18-24" 6.00 per 100  
24-30" 7.00 per 100  
**BIOTA ORIENTALIS**  
8-12" \$6.00 per 100  
12-18" 7.00 per 100  
**PINUS THUNBERGI**  
1 yr. Seedlings, 3-5" \$1.00 per 100  
8.00 per 1000

**A. E. WOHLERT**  
The Garden Nurseries NARBERTH, PA.

## "Everything Worth Planting"

Write for our 1927 Short Guide & Price List

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AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

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**HARDY SHRUBS**  
**AMUR RIVER NORTH PRIVET**  
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**FOREST & SHADE TREES**  
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Lining Out and Larger Sizes  
Send Your Want List for Quotations  
Write for Trade List Let's Do Business

**Forest Nursery Co., Inc.**  
MCMINNVILLE, TENNESSEE

## NORWAY SPRUCE

18-24 inch ..... \$ .65 each  
2-3 feet ..... 1.10 each  
Stock here listed is offered in not less than 100 lots. Trees exceptionally nice; transplanted three times.

## The Westminster Nursery

**J. E. Stoner, Proprietor**  
**WESTMINSTER, MARYLAND**

Offers in quantities California Privet 1 and 2 yr.; Rhubarb, 1 and 2 yr.; Asparagus, Washington varieties, 1 and 2 yr.; and a fine assortment of Shrubbery, Vines and light grade Evergreens, etc.

Send us your want list. Our prices will be attractive.

## American Bulb Company

Importers and Growers of  
Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of the Valley, Sphagnum Moss.  
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## WATERPROOF PAPER LABELS

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Sample Free.

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Elyria, Ohio

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value. An index for each volume.

# AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

## Fruit Prospects from Nation-Wide Aspect

Bearing and non-bearing trees in the larger apple districts were reviewed and the trend of probable production was discussed with reference to the outlook for increased plantings in these sections, by A. J. Olney, head of the department of horticulture, University of Kentucky, at the recent meeting of the Kentucky Nurseryman's Assn. Briefly, it appears that production will continue to maintain the level of the past few years in most sections, with a probability of a considerable increase in the Shenandoah Valley. Few commercial plantings are being made this spring, and it seems likely that the plantings in the next few years will consist largely in the maintenance of the present acreage. Experienced apple growers are not pessimistic at the outlook, but the development will be on a more conservative basis. Regions which have the best advantages will gradually crowd out the poorer ones. Plantings by business men or capitalists, through the organization of orchard companies, are likely to be sharply curtailed.

In Kentucky and the surrounding territory very conservative commercial plantings are indicated for the next few years. Orchardists in this section have not suffered as much as many of the larger sections, chiefly because of their relatively small acreage.

The peach situation is similar in many respects to that of the apple. Many large orchards in the big peach sections have been neglected because of low prices and frost damage during the 1926 and 1927 seasons. This has resulted in a marked decrease in commercial plantings which will probably continue for the next year or two. It should be remembered, however, that peach orchards cannot stand neglect, and it seems likely that production may fall off considerably in the next few years from this cause. Hesitation in regard to planting is induced further by the spread of the oriental peach moth and the bacterial leaf spot, and the so-called "phoney" disease in certain localities. It would seem that conservative commercial plantings should be encouraged in favorably situated sections.

In the Ohio Valley very light plantings are indicated this year. In this region a considerable increase in cherry acreage is being planted. It is rather improbable that this trend will continue long on account of the lack of marketing organization and leaf spot control.

## THE BEST SELLERS

Are you giving your salesmen a chance at the best sellers?

The following are some of the best specialties which we can offer in quantities:

CUT LEAF BIRCH  
4/5, 5/6, 6/8

CHINESE ELM

Seedlings and Shade Trees

FRENCH GRAFTED LILACS

GRAFTED ELM

Moline and Vase type

SILVER POPLAR

SNOWGARLAND SPIREA

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VALLEY CITY, N. DAK.

## COLOR PLATES

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800 North Clark Street CHICAGO

RECOGNIZED AUTHORITIES ON FLOWER  
FRUIT AND VEGETABLE ART

The strawberry outlook is quite optimistic in the Kentucky section and increased plantings will continue until a big crop year and low prices are experienced.

The bush fruit plantings are being increased also, in this section, but the growers are not experienced with their trouble-some diseases and a decline in plantings may be expected in the near future.

Grape plantings will continue in this section, chiefly for the home garden. There is little indication of a commercial development, partly because of the spraying requirements, and partly because the grape product industries are established and are able to secure all the grapes they need at low prices.

A. J. Olney,  
Dept. of Horticulture,  
College of Agriculture,  
Lexington, Ky.

**New Variety of Nectarine**—Peaches without fuzz are known as nectarines to the fruit growers and are much more in demand in Europe and on the Pacific Coast than in the East. This neglect of a very attractive fruit is due to the scarcity of good varieties adapted to eastern conditions, declare the horticulturists at the Experiment Station at Geneva, N. Y., where an effort is being made to develop superior varieties of nectarines. One new variety, the Hunter, is being recommended by the station fruit men as well worth a trial in New York. Planting stocks are now available at cost from the New York Fruit Testing Association which co-operates with the Station in the propagation and distribution of the new fruit varieties originated or recommended by the station fruit specialists.

"Nectarines are little grown in New York chiefly because the curculio finds the smooth-skinned fruit quite to its taste and usually plays havoc with the crop," says Dr. U. P. Hedrick, Station horticulturist. "But the curculio is easily controlled by spraying, and does not prove a serious obstacle to the growing of nectarines."

When writing to advertisers just mention  
American Nurseryman.

## I SEE The Shenandoah Nurseries "LAKES" of Shenandoah, Iowa

Have in the mail at this time, one of the most complete bulletins of its history.

Better look through it very carefully. They still have some of that fine Spirea Van Houtte left, besides a very good assortment of other Shrubs and Perennials.

**Stockton Morello Cherry**—For the foot-hill sections where the depth of soil is none too great, we are confident that the Stockton Morello is the cherry growers' best bet. The same applies to those soils of the Santa Clara Valley which are underlain by tight clay strata. In its native heath around Stockton, the root gets along on 18 to 24 inches of black 'dobe, and while trees are dwarfed, which is the natural tendency of any combination with this root, crops are heavy. Trees should be planted 18 to 20 feet apart. We know by bitter experience that Mazzard is too finicky for shallow soils, and Mahaleb has been a satisfactory stock with only a few people.—Pacific Rural Press.

**European Grapes in Eastern U. S.**—The growing of the European type of grapes in the eastern United States on a commercial scale depends chiefly on the development of varieties which will combine the high quality of the best of the European varieties with the vigor and hardiness of the native sorts, says Richard Wellington, grape specialist at the Experiment Station at Geneva, N. Y. Many varieties of European grapes are now being grown successfully on the Station grounds with slight attention to winter protection, and an effort is being made to obtain many other varieties for breeding purposes.

**New Peach to Follow Elberta**—Wilma, described as a yellow-fleshed peach a little later in season than Elberta, is being offered by the New York State Fruit Testing Association on the recommendation of horticulturists at the Geneva Experiment Station who assert that this variety fills a long-felt need for a peach of good quality to prolong the season for the Elberta type of fruit. Wilma originated from a pit of Elberta grown by W. C. Rofkar of Port Clinton, Ohio.

The commercial apple crop in New York in 1927 was less than two-thirds of the crop in 1926. The average farm price was nearly double, however, so the 1927 crop was worth 20 per cent more than that of the previous year.

A bill for establishment of courses in Nursery work at the New York State College of Agriculture, at a cost of \$15,000 is in the New York Legislature.

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6/12 inch. One year Seedlings

MULTIFLORA JAPONICA—2/3 MM & 3/4 MM

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Heavy Transplants in about all grades

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(Holland Grown) 5/9 MM

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You will always find our grading just a little better than you expected.

Many times we are able to ship orders the same day as received.

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Manchester, Conn.

## THIS PAGE PRESENTS

**American Nurseryman Directory of American Plant Propagators****Listing Nursery Concerns Which Specialize in Production of Young Stock  
Including That Which Has Heretofore Been Imported**The American Plant Propagators' Association, Organized in 1919, Will Hold its Tenth Annual Meeting  
in Denver, Colo., June, 1928. E. M. Jenkins, Winona, Ohio, Secretary.TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY  
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**CONTRACT FOREST PLANTING**

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Drive in and see our stock. Would take pleasure in showing you over our grounds.

**Onarga Nursery Co.**  
Cultra Bros., Mgrs., Onarga, Illinois**Broad Leaf Evergreens**

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AZALEAS (Evergreen and Deciduous.

FLOWERING SHRUBS,

VINES and CLIMBERS

We produce the greatest variety of Herbaceous Plants and Field Grown ROSES in America. Ask for our wholesale price lists.

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Rutherford, New Jersey

**★**  
**ROSES**Shrubs Cannas   
Lining-out Evergreens

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"More than 28 years' experience"

American Fruit Tree Seedlings that never miss. Only seedlings with sustained quality. Many large Nurserymen that have tried them, are adopting them. We offer for next winter's delivery:

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Large Stock Flowering Trees and Shrubs

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Berberis Thunbergii seedlings  
Ampelopsis veitchii seedlings and transplants  
Hydrangea p. g. 2 yrs. trans., very bushy  
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Syringa vulgaris seedlings.**ALL OUR OWN GROWING**

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BEDFORD HILLS, N. Y.**LINING OUT STOCK**Juniper Azaleas  
Hemlock Birches  
Taxus Viburnums  
Arbor Vitae Cornus  
Red Elder Rhus**L. E. WILLIAMS NURSERY CO.**

Exeter, N. H.

"Hardy New England Grown"

## TIMELY INFORMATION ON PACKING NURSERY STOCK

Timely information as to effective packing of Nursery stock for shipment is given in renewed instructions by the U. S. Dept. Commerce, through a bulletin, No. 16, which may be obtained for 10c in cash from the superintendent of documents, Washington, D. C. The bulletin states:

### TREES

First—Trees are taken from the store-room and strapped tightly with leather straps. They are then tied with heavy cord and the straps removed. This makes a very tight and compact bundle with no possibility of coming loose in transit.

Second—The roots are covered with shingle tow. This is a crushed pulp which, when dampened, keeps the trees fresh for the period required to complete transportation. Shingle tow is used in quantities depending on the distance to be shipped. The top, or tree portion, is then carefully covered with straw and again tightly tied with heavy twine. Heavy jute string, commonly known as the "5-pound bale", is used for this cordaging, or lacing. The laces are 6 in. to 7 in. apart, which is sufficient to hold the package in good condition for any ordinary domestic shipment.

Third—The roots are then covered with burlap and tied securely with twine. This makes a bundle which with ordinary handling should travel anywhere in the United States without damage.

Marking—Two tags should be used on every bundle, and shipper should be careful

to show the name and local address of the consignee, as well as the name and address of the shipper, with full instructions as to disposition of the shipment in case delivery cannot be effected. All tags should have reinforced metal eyelets and be tied to the bundle with heavy cord.

All tags should be attached from 3 ft. to 4½ ft. from the end of the bundle. In addition to the outside tags a tag bearing the name and address of the consignee, the name and address of the shipper, and any special information which the customer may need as to the order number, etc., should be concealed on the inside of the bale. Most Nurseries use a tag of a different color for this inside, or customer, mark.

### SHRUBBERY

A safe method of packing shrubbery for shipment is to place a sufficient quantity of shingle tow around the roots and cover this in turn with oil paper, then burlap, and finally with waterproof paper, which latter is not only very substantial but also prevents the roots of the shrubbery from becoming wet and rotting in transit. The tops are then securely tied.

Marking—These bales should also be marked with two outside tags and one concealed tag, the outside tags to be securely fastened at a point about halfway between the top and bottom of the bale.

Say you saw it in "American Nurseryman"

**Some Cultural Queries**—Said Prof. B. S. Pickett, Agricultural College, Ames, Ia., at the recent meeting of the Iowa Nurserymen's Association: "Why do Nursery soils 'run out'? Will rotation of Nursery crops prevent Nursery soils from running out? How do chemical fertilizers affect Nursery crops? To what extent will choice of soil, control of fertilizers, control of water supply and control of cultivation affect the development, especially the root system of Nursery plants? For these and other like questions we ask that scientific experiment be invoked to clear away the dark points, even as it has already done so effectively in so many other ways."

J. Horace McFarland is chairman of the committee on nomenclature of the S. A. F. & O. H. which will report at the Lexington, Ky., convention March 13-15.

Calvin C. Laney, head of the Rochester Park Department, retired from that position Feb. 28th upon reaching the age limit of 78 years, concluding a service of 40 years in the park system.

### LAST CALL

**BIRCH, European White**  
8-10 ft., 6-8, 5-6, 4-5

**BIRCH, Cut Leaf Weeping Whips**  
same grades

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8-10 ft. and 6-8 ft.

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Branched and whips.

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TOPPENISH, WASH.



**No. 2 Shredder**  
Two models—  
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two sizes for  
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Mugho, Scotch, White, and Norway Pine—Norway, White, Black Hill, and Colorado Blue Spruce—American Arbor Vitae and Concolor Fir.

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BIG JOE, PREMIER, CHESAPEAKE, CLIMAX, \$2.50 per 1000 MASTODON, \$8.00

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Seedlings and Transplants

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**La France**

**Tree Label**—No. 1, 3x8", \$1.20 per 100, by mail 15c additional; No. 2, 1½ x 5", \$1.50 per 100, by mail 20c additional. For trees, shrubs, etc. Also for tubers like Dahlias, Cannas, etc., storing

**Staked Plant Label**—No. 51, 8" stake, \$1.50 per 100, by mail 25c additional; No. 52, 10" stake, \$1.75 per 100, by mail 25c additional; No. 53, 15" stake, \$2.25 per 100, by mail 25c additional. For pot plants and garden stakes.

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nurserymen. Write for samples and prices.

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## Clean Coast Grown SEEDLINGS

Properly ripened, carefully dug and graded, and packed so they will reach you in first class condition.

APPLE, Malus—Pyrus Malus

PEAR, Chinese—Pyrus Calleryana

“ Chinese—Pyrus Ussuriensis

“ French—Pyrus Communis

“ Japan—Pyrus Serotina

CHERRY, Mazzard—Prunus Avium

“ Mahaleb—Prunus Mahaleb

PEACH, from Lovell Seed

PERSIMMON, De Lotus

PLUM, Myrobalana—Prunus Myrobalana

BIRCH, European White—Betula alba

ELM, Chinese—Ulmus pumila

MAPLE, Norway—Acer platanoides

“ Sycamore Purple—Acer pseudoplatanus purpureascens

### ROOTED SEEDLINGS

QUINCE, Angiers

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Also a very complete line of Fruit Trees, Ornamentals, Roses and Nursery Supplies.

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“ 5-6 ft.	.20
Catalpa Bungei, 5-6 ft.	1.00
“ 4-5 ft.	.75
“ 3-4 ft.	.50
Weeping Willow, 8-10 ft.	.55
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Nurseries**

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#### BROADLEAF AND CONIFEROUS

We offer the trade a fine assortment of Broadleaf and Coniferous Evergreens, such as liriodendron, cherry laurel, elaeagnus, pyracanthas, cotoneasters, euonymus, mahonias, Chinese arborvitae in variety; American arborvitae in variety, the best junipers, pines, retinosporas and cedars, and many varieties of flowering shrubs. Our stock is well grown and well handled. We especially solicit car lot orders.

**Cartwright Nurseries**  
COLLIERVILLE, TENN.

### STRAWBERRY PLANTS

Mastodon, Progressive, Dunlap, Aroma, Premier, Gibson. Also Raspberry and Blackberry plants. Individual orders shipped direct to your customers.

Grape Vines, 2 yr. Concord, priced to sell.

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### TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

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### WANTED AT ONCE

CHERRY, PEAR, PLUM—in leading varieties, 2-3' and 3-4'; and a few hundred in 6-8' trees. Also lining out stock of Shrubs, Nut Trees and Evergreens. WHAT HAVE YOU?

**Egyptian Nursery & Orchard Co.**

Leo H. Graves Farina, Ill.

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## MICHIGAN SIXTH IN POINT OF NURSERY ACREAGE

E. C. Mandenberg, of the Orchard and Nursery Inspection Service of the Michigan Department of Agriculture, addressing the convention of the Michigan Association of Nurserymen at its annual meeting in Detroit in February, gave an interesting and comprehensive report that throws light upon the Nursery industry.

The magnitude of the Nursery business in Michigan may be seen by Mr. Mandenberg's report that his department made 935 Nursery inspections in 1927. The number of Nurseries, plant growers and native tree dealers licensed was 631, while the number of dealers and landscape gardeners and landscape architects licensed was 189. Each group showed a considerable increase in the number of licenses issued over the preceding year.

Some idea of the importance of the small fruit business in Michigan may be had from his report that the number of raspberry patches twice inspected and carrying licenses is 1293. The number of out-of-state Nurseries licensed is 81 and the number of out-of-state Nurseries filing licenses, 291. Michigan is a leading state in raspberry production, possibly ranking first now; in 1919 the census showed it ranked second to New York. Mr. Mandenberg reported that rogueing patches twice every year is getting results. In 1926, 1507 patches were rogued and 326 condemned; while in 1927, 1807 patches were rogued and 267 condemned, showing a big improvement in 1927.

Recent figures show the United States to be growing, according to Mr. Mandenberg's report, about 54,700 acres of Nursery stock. Of this area, Michigan grows about one-sixth, or to be exact, 15.3%. This makes Michigan one of the ranking states in the United States so far as acreage of Nursery stock is concerned.

White pine blister rust unfortunately is now known to exist in 18 counties in Michigan. European black currants, American black currants, red currants, flowering cur-

rants and wild gooseberries have been found to be infected only when some canker on pine was found.

Ravages of the elm leaf beetle have been checked because of thorough spraying in one section where the beetle has been known to exist, and the Michigan hemlock looper in one section of the Northern Peninsula.

The Mexican bean beetle, which was found in Michigan at five different points, had been hovering outside of the state for two years. Because of the flat country in the bean belt it is hoped that not much damage will come to the bean crop of Michigan, which is now the largest bean producing state in the Union. Michigan now produces 75% of all the white pea beans grown in this country.

### Evergreens for Seedsmen

In advocating the listing of evergreens by seedsmen who have suitably located stores, L. L. Kumlien, of D. Hill Nursery Co., Dundee, Ill., says:

There is no way that we know of to sell Nursery stock or anything else for that matter, better than by displaying the article itself. Our suggestions is for the seedsmen to obtain from some good reliable Nurseryman, an assortment of medium sized balled and burlapped evergreens, which can be put on display in his store the same as other commodities that he sells. Evergreens handled in this way, may be kept in good condition for two or three weeks after they reach your store, if the earth balls are watered occasionally and the tops sprayed.

When selling evergreens by this method, it is of first importance that varieties be used which make a good appearance, when small. It is a well known fact that some of the finest evergreens, that is, those which develop into the most beautiful trees very frequently are irregular and unattractive in the small sizes. On the other hand, there are certain varieties which have a tendency to produce a symmetrical, attractive tree even in small grades. It is also true that certain varieties transplant more readily than others and it is important that varieties be used that will stand more or less

abuse and will be apt to grow and prove satisfactory to the customer.

Varieties that we can especially recommend in view of the above remarks are Black Hill Spruce, Red Cedar, Pyramidal Arborvitae, Savin Juniper, Pfitzer Juniper, Prostrate Juniper, American Arborvitae and Woodward's Arborvitae. The sizes of these trees for seedsmen's sales should run about 12 to 18 inches. The price of these trees wholesale, will average around \$1 each; they will sell readily at \$2 to \$2.50 each.

Robert Chase and family have been living this winter in Evanston, Ill., Mr. Chase traveling considerable in the North in behalf of Chase Nursery Co., Huntsville, Ala.

James West is said to be the youngest man ever elected to the presidency on the state organization and his selection is considered a mark of unusual recognition, both for himself and for the Lake County nursery belt.

### WANT ADVERTISEMENTS

#### POSITION WANTED

WHAT I CAN GIVE—  
1 Hard, Honest, effective work.  
2 10 Years Horticultural and Nursery Experience, based on B. S. and M. S. Degrees in Horticulture.  
3 First class Landscape construction and Teaching Experience.  
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#### Nursery Workers Wanted

Nursery near Chicago, growing general line, has opening from time to time for perennial growers, gardeners, nursery foremen and wholesale and retail salesmen. Applicants when filing, should state particulars in general, give three references, enumerate experience, state age, salary expected, etc. Address B-87, care American Nurseryman, Rochester, N. Y.

#### Foreman's Assistant Wanted

General wholesale nursery, also growing perennials, has opening for assistant to foreman of perennial department. Must have knowledge of perennial plants, growing, packing and shipping. Applicants should state former experience, if now employed and where, age, if single or married, salary expected, give references and particulars in general. Address all applications to B-86, care American Nurseryman, Rochester, N. Y.

#### Ornamental Propagator Wanted

For large Central Western Nursery that is greatly increasing its ornamental business. Several years' practical ornamental propagation experience required. Salary moderate to start, good future if make good. Send references and full statement of past experience. B-85, care "American Nurseryman," Rochester, N. Y.

#### Editor for Floral Trade Paper

wanted with experience and acquaintanceship. Small salary to start; good opportunity to become partner in paper. Our employees know this advertisement is running so you will not be embarrassed answering. Address EDITOR care Charles H. Touzalin Advertising Agency 7 S. Dearborn St. Chicago

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PROGRESSIVE NURSERY SALESMAN who can develop sales and qualify as Sales Manager for growing retail firm located in good selling field. Sales and field stock have consistently and materially increased each year for past 10 years. Good connection for right man. B-90, American Nurseryman, Rochester, N. Y.

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AMERICAN NUT JOURNAL, the Official Journal, three years for \$5.00; twelve months, \$2.00; single copy 20c.	

A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view—H. Dumont, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

#### Literature

(Continued from Page 143)

Mo., and Angers, France. Announcement of a free landscape planting service for customers and a force of several thousand Stark service men throughout the country equipped to supply authoritative information on ornamentals is supplemented with pages of photo-engravings of residences landscaped by the firm. There follow pages of colored plates regarding which one of America's leading authorities on color printing and on horticultural matters is quoted as saying that this book is the finest of its kind ever published, the color effects being the truest to life ever produced. Strong praise, to be sure; but the color work is excellent.

The book includes a description of proper and improper methods of landscaping; also in simple and condensed form much valuable information regarding trees and plants. An index and information table and an airplane view of the home Nurseries conclude the book which is hoped will do much to advance a national movement to make home grounds and public grounds more attractive.

The usual fine retail catalogues are here representing again in effective manner H. F. Hillenmeyer & Sons, Blue Grass Nurseries, Lexington, Ky.; Storrs & Harrison Co., Painesville, O., Nurseries; Armstrong Nurseries, Ontario, Cal.; Reasoner Brothers, Royal Palm Nurseries, Oneida, Fla.; Forest Nursery Co., McMinnville, Tenn.; Felix Gillet Nursery, Nevada City, Cal.; McConnell Nursery Co., Port Burwell, Ont., Canada; Summit Nurseries, Monticello, Fla.; O. A. D. Baldwin Nursery Co., Bridgman, Mich.

The 46th annual report of the Experiment Station, at Geneva, N. Y., is available for distribution free of charge to anyone interested. This report is the last to be issued under the direction of Dr. R. W. Thatcher before he relinquishes his duties as director of the station to accept the presidency of the Massachusetts Agricultural College. More than sixty major projects are reported upon and progress noted.

Herbert Hartman, son of W. H. Hartman, Dansville, N. Y., died of pneumonia last month. He was at the January meeting of the Illinois Nurserymen's Association. He was active in the Nursery business.

On the Death of J. F. Jones—The sudden passing of John F. Jones, of Lancaster, Pa., will come as a shock to his many friends in The R. N.Y. family. Born November 17, 1871, he died January 11, 1928, after a brief illness. He was one of those individuals who secured more satisfaction from watching plants grow and from trying to develop new kinds of plants and new methods of propagation than from any money he received from their sale. He was deeply interested in the originating of improved nut varieties, and in the production of a supply of American-grown Nursery stocks. In his passing the horticultural world has lost one of its most valued individuals.—Rural New Yorker, Feb. 11

The Pennsylvania Department of Agriculture last month announced that effective Feb. 1, the chestnut blight quarantine, established in 1920 to prohibit the shipment of chestnut Nursery stock from Pennsylvania to outside points, had been removed.

"Since the establishment of the quarantine," said department officials, "the blight has spread by natural means over practically all of the eastern chestnut area, so that there is no reason to continue the regulations. In fact, it is hoped that the removal of the quarantine may aid in the introduction and dissemination of Asiatic species of chestnut, which show considerable resistance, if not immunity, to the blight."

## Contents of Six Preceding Issues of the "AMERICAN NURSERYMAN"

Constituting in Reality Monthly National Conventions of the Nurserymen of America—The Forum of the Trade—  
Note the Participants—These Contents Headings Preserved in Files of the Journal Constitute a Record  
of Important Trade Events—For Ready Reference

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Cotoneaster microphylla  
Lonicera thibetica  
Pinus umbraculifera  
Potentilla tridentata  
Phlox subulata Apple blossom  
Primula veris Hose-in-Hose  
Rhododendron minus

Among the unusual things  
offered in our new Spring  
catalog. Have you a copy?

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WM. FLEMER'S SONS INC.  
SPRINGFIELD, NEW JERSEY.



EW concerns can offer the  
wide range of hardy orna-  
mentals described in our new  
Spring price list.

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PRINCETON, NEW JERSEY

*Wm. Flemer's Sons, Inc.*



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**Bugs Can't Park Here**

When you want a dust gun that will produce results  
and give satisfaction get a **Peerless**. It will dust bushes  
and medium size trees, also underneath the leaves on  
low plants.

**A REAL GUN THAT GIVES  
REAL SERVICE**

Write for descriptive circular and tell us where you  
saw this adv.

**PEERLESS DUST GUN CO.**  
1600 E. 24th St. Cleveland, Ohio

## Retail Nursery Salesmen for Improved Methods

(Continued from Page 135)  
thought that they could be used in quantities by Nurserymen.

What is urgently needed by the retailers is a book of instructions, written in simple language, telling how to group and plant only such varieties as are hardy and adapted for planting in the states in which we do business, omitting kinds which are not readily available and hard to obtain. To the publisher of such a book I think it safe to promise a ready market and a continual sale in quantities.

### PRINTED MATTER

Most Nursery literature needs revision. Nearly all Nursery catalogues and other printed matter designed to help make sales devote more or less valuable space to planting, pruning and spraying directions. We tell the prospect how much work and trouble he is going to have if he buys our stock, instead of impressing upon him the profits he is going to make on fruits; the lovely roses he is going to have, and the pleasure he is going to derive watching his shrubs and plants grow into maturity.

No one ever saw an automobile catalogue with a picture of a man changing a tire! Every automobile catalogue pictures you in their particular make of car, riding luxuriously on a broad, smooth, unobstructed highway, carried on elastic springs, with cushions like elder-down and balloon tires filled with air as soft as a baby's breath,

enjoying the scenery and conversing brightly with the other members of the party.

They do not tell you that if you drive their car, you must watch out for holes in the road; keep your eye on a couple dozen gauges and indicators on the instrument board; avoid running into someone or being run into; nor that about the only scenery you will see are traffic signs and railroad signals, bill-boards advertising chewing gum or tires, and your only part in the conversation will be listening to admonitions from the back seat drivers to "Slow down" or "Look out."

It is when the car is delivered that you get the book telling you about the troubles you may have and how to cure them. That is service.

But WE devote pages to telling our prospect how deep to spade his grounds; how big to dig the holes; how he must prune the top and roots; how much water he must carry, and all the other hard work he must do. Then we continue by giving him a list of diseases, bugs and insects which are going to visit him, and follow that with instructions to provide himself with a dozen, or more, different lotions and poisons which he must apply at frequent and stated intervals. We further add the comforting advice that bugs and grubs which cannot be poisoned, must be hand-picked or speared with a wire.

I wonder that anyone ever ordered any

Nursery stock after reading a Nursery catalogue.

Please do not get the impression that I advocate withholding these instructions from a buyer. It is information that he should have, but it should be given to him when the stock is delivered, at the time he needs it, and not when we are trying to make the sale.

## NEW YORK NURSERYMEN'S ASSOCIATION

C. J. Maloy, Rochester, N. Y., Secy.

### Raspberry Plant Embargo

At the annual meeting of the New York Nurserymen's Association the subject of exclusion by the Michigan authorities of Columbian raspberry plants from New York state on account of mild mosaic was discussed. President E. Horton Bowden and Charles H. Perkins of the New York association last month conferred with Prof. Mandenberg in Detroit on the subject, but no change was made in the regulation that shipment into Michigan of Columbian raspberry plants from any state will not be allowed unless the plants have been inspected and found free from mild mosaic. It is the belief of the New York association officers that inspectors of the New York State Department of Agriculture can find next August many blocks in state Nurseries free from the disease. As soon as certificates to this effect are secured, plants from such blocks can be shipped into Michigan.

When writing to advertisers just mention American Nurseryman.

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**NURSERY PRODUCTS**  
FOREST TREE SEEDLINGS  
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ORNAMENTAL SHRUBS  
Our Specialty

Get our prices before you buy.

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WINTER HARVESTED  
3 SPECIALTIES

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HEMET, CALIFORNIA



3,000,000 MINNESOTA 2-YEAR SEEDLINGS		
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Black Hill Spruce	4.00	30.00
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Mountain Pine	2.50	15.00
Scotch Pine	2.00	10.00
Catalog full line Evergreens mailed.		
FERNDALE NURSERY Askov, Minnesota		

PEACH TREES FROM BEAVER COUNTY  
that are right in every detail required to make first class. Late Fall gave our stock lots of time to ripen. It is coming from our bins in perfect condition. J. H. Hale, Rochester, Alberta, New Prolific, Belle of Georgia, Champion, Carman, Crawford Late and Early, Iron Mountain and Lemon Free, 9, 7 and 5/16, also Whips. Good quantity of three first varieties. Make an offer. Will trade for Peonies, Phlox, Strawberries, Raspberries.

KEYSTONE STATE NURSERIES  
New Galilee Pennsylvania

SEEDS		We are now contracting for 1928 crop.
Ulmus pumila	Prunus tomentosa	Amygdalus davidiens, etc.
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Seeds for Nursery and Florists. Over One Thousand Varieties of Tree and Shrub Seeds. Highest Quality. Lowest Prices. Send for List.

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MORTON BROS.  
TARLTON NURSERY  
R. 7, McMinnville, Tenn.  
TREE SEEDLINGS. LINING OUT STOCK  
Many varieties, name varieties wanted.  
RED CEDAR SEEDLINGS, TULIP POPLAR,  
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## NOTICE

To all American Nurserymen and Seedmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

### HORTICULTURAL ADVERTISER

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## THE AMERICAN ASSOCIATION OF NURSERYMEN

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Picea canadensis albertiana  
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Picea omorica  
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Picea excelsa  
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Lining out Evergreens in good assortment for Spring planting. Send for March 1st price list of lining out stock and balled and burlapped sizes.

FIR	Size	Each	Each	PINE—Continued	Size	Each	Each	BALLED AND BURLAPPED EVERGREENS—Continued		Each per 10
		per 100	per 1000			per 100	per 1000	JUNIPERS		
Balsam	4-6" x	7c	6c	Austrian	4-6" o	4c	3c	Chinese	1-11'	xx B&B 1.00
Balsam	6-8" x	10c	9c	Austrian	6-8" x	8½c	7½c	Pfitzer	1-11'	xx B&B 1.25
Long needled Balsam	4-6" x	7c	6c	Austrian	8-10" x	10c	9c	Pfitzer	1-12'	xx B&B 1.35
Long needled Balsam	6-8" x	10c	9c	Ponderosa	4-6" o	3c	2c	Pfitzer	2-2½'	xx B&B 3.25
Concolor	4-6" o	5c	4c	Ponderosa	6-8" o	3½c	2½c	Pfitzer	2½-3'	xx B&B 4.00
Concolor	4-6" x	20c	..	Ponderosa	6-8" x	8c	7c	Prostrate	10-12"	xx B&B 1.00
Concolor	6-8" xx	30c	25c	Red	6-8" o	4c	3c	Prostrate	1-11'	xx B&B 1.25
Fraser	2-4" x	5c	4c	White	4-6" o	3c	2c	Golden Prostrate	10-12"	xx B&B 1.75
Fraser	4-6" x	7c	6c	White	6-8" x	8c	7c	Spiny Greek	10-12"	xx B&B .85
Nikko	4-6" o	6c	5c	White	8-10" x	10c	9c	Waukegan	10-12"	xx B&B 1.25
Nikko	4-6" x	10c	9c	Scotch	4-6" o	2½c	1½c	Waukegan	1-12'	xx B&B 2.25
Veitch	4-6" x	8c	7c	Scotch	6-8" o	3c	2c	Japanese	1-11'	xx B&B 1.75
CEDAR	4-6" o	10c	9c	Scotch	4-6" x	6c	5c	Savin	1-11'	xx B&B 1.25
Deodar	4-6" x	20c	17c	Scotch	8-10" x	8½c	7½c	Coast of Maine	10-12"	xx B&B 1.25
Deodar	8-12" x	25c	22½c	PESUDOTSUGA	4-6" o	4½c	3½c	Hill's Silver	1-12'	xx B&B 2.00
Deodar	15-18" x	..	..	Douglas Fir	4-6" x	10c	9c	Hill's Silver	2-3'	xx B&B 2.25
Cedar of Lebanon	2-4" o	6c	5c	Douglas Fir	6-8" x	15c	14c	Redcedar	1-11'	xx B&B .85
DAPHNE	..	..	..	Douglas Fir	8-10" x	17½c	16½c	Redcedar	4-5'	xx B&B 4.00
Cneorum, B&B	10-12" xx	90c	..	Douglas Fir	8-10" x	17½c	16½c	Cannart Redcedar	3-4'	xx B&B 3.75
JUNIPERS	..	..	..	YEWS	4-6" o	10c	9c	Silver Redcedar	4-5'	xx B&B 4.50
Chinese	4-6" o	7c	6c	Japanese	4-6" o	20c	19c	Silver Redcedar	5-6'	xx B&B 7.50
Chinese	6-8" o	8½c	7½c	Japanese	8-10" xx	50c	..	Schott Redcedar	4-5'	xx B&B 4.75
Pfitzer	6-8" x	14c	13c	Dwarf Japanese	4-6" x	20c	..	SPRUCE	..	..
Common	6-8" o	3½c	2½c	ARBORVITAE	..	..	..	White	1-11'	xx B&B .75
Common	8-10" o	4½c	3½c	American	8-10" x	6c	5c	White	1-12'	xx B&B .90
Prostrate	6-8" o	7½c	6½c	American	8-10" xx	7½c	6½c	White	2-3'	xx B&B 2.00
Prostrate	8-10" xx	20c	17½c	Douglas Golden	8-10" x	15c	14c	Black Hill	2-3	xx B&B 2.50
Golden Prostrate	4-6" x	20c	..	Globe	4-6" x	11c	9c	SPRUCE	..	..
Swedish	4-6" x	13c	12c	Globe	6-8" x	14c	13c	White	8-10"	xx B&B .90
Savin	6-8" x	15c	14c	Hovey's	4-6" o	11c	9c	Mugho	10-12"	xx B&B 1.35
Savin	8-10" x	35c	30c	Hovey's	8-10" xx	15c	14c	Mugho	1-11'	xx B&B 1.50
Savin	10-12" x	50c	45c	Rosenthal	4-6" x	15c	14c	Austrian	1-11'	xx B&B 1.00
Coast of Maine	4-6" x	15c	14c	Wh'te Tiped	4-6" x	15c	..	Austrian	1-12'	xx B&B 1.75
Hill's Silver	2-4" o	4c	3½c	Umbraculifera	8-10" xx	25c	..	White	1-12'	xx B&B 1.25
Redcedar	2-4" o	4½c	3½c	Pyramidalis	4-6" x	10c	9c	Scotch	2-3'	xx B&B 1.00
SPRUCE	..	..	..	Pyramidalis	8-10" xx	15c	14c	PSEUDOTSUGA	2-3'	xx B&B 1.75
White	4-6" o	4c	3c	Pyramidalis	8-10" xx	15c	14c	YEWS	..	..
White	8-10" x	10c	9c	Wareana	4-6" x	11c	10c	Japanese	15-18"	xx B&B 4.00
Black Hill	10-12" x	25c	20c	Woodwardi	4-6" x	11c	10c	Japanese	1-12'	xx B&B 4.75
Norway Spruce	4-6" o	2½c	1½c	Woodwardi	6-8" x	15c	14c	Japanese	2-2½'	xx B&B 5.50
Norway Spruce	6-8" o	3c	2½c	HEMLOCK	8-10" xx	30c	..	Dwarf Japanese	1-12'	xx B&B 3.25
Norway Spruce	6-8" x	8c	7c	Tsuga canadensis	4-6" xx	13½c	12c	ARBORVITAE	..	..
Norway Spruce	8-10" x	10c	9c	Tsuga canadensis	8-10" xx	30c	29c	American	1-11'	xx B&B .60
Norway Spruce	8-10" xx	12c	11c	CHOICE ASSORTED BIOTAS	..	..	..	American	1-12'	xx B&B .75
Norway Spruce	10-12" xx	13½c	12½c	Chinese Arborvitae	4-6" o	3c	2c	American	2-3'	xx B&B 1.50
Norway Spruce	12-18" xx	16½c	15c	Berckman's Golden	4-6" x	13c	12c	American	3-4'	xx B&B 2.00
Serbian	4-6" o	4½c	3½c	Bonita	4-6" x	13c	12c	Hills Pyramidal	1-11'	xx B&B .75
Serbian	6-8" o	5½c	4½c	Bonita	6-8" x	15c	14c	Hills Pyramidal	1-12'	xx B&B .85
Tigertail	4-6" x	10c	9c	Compacta	4-6" x	13c	12c	Hills Pyramidal	2-3'	xx B&B 2.00
Colorado Blue	4-6" o	4½c	3½c	Compacta	6-8" x	15c	14c	Hills Pyramidal	2-4-5'	xx B&B 2.50
Colorado Blue	6-8" o	5½c	4½c	Pyramidalis	4-6" x	13c	12c	Woodward's	10-12"	xx B&B .85
Colorado Blue	6-8" x	15c	14c	Pyramidalis	6-8" x	15c	14c	HEMLOCK	..	..
Colorado Blue	8-10" x	17½c	16½c	FIR	..	..	..	Tsuga canadensis	1-11'	xx B&B .85
PINE	..	..	..		..	..	..	Tsuga canadensis	2-2½'	xx B&B 2.25
Jack	4-6" o	3c	2c		..	..	..	Tsuga canadensis	2½-3'	xx B&B 3.25
Jack	10-12" o	3½c	2½c	Concolor	10-12" xx	B&B \$ .85	..	Tsuga canadensis	3-3½'	xx B&B 3.75
Large Swiss	4-6" o	3½c	2½c	Concolor	1-11' xx	B&B 1.15	..	Tsuga canadensis	3½-4'	xx B&B 4.25
Mugho	2-4" x	7c	6c	DAPHNE	..	..	..	..	..	..
Mugho	4-6" x	11c	10c	Cneorum	10-12" xx	B&B 1.00	..	..	..	..
Mugho	6-8" x	14c	13c	Cneorum	12-15" xx	B&B 2.40	..	..	..	..

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